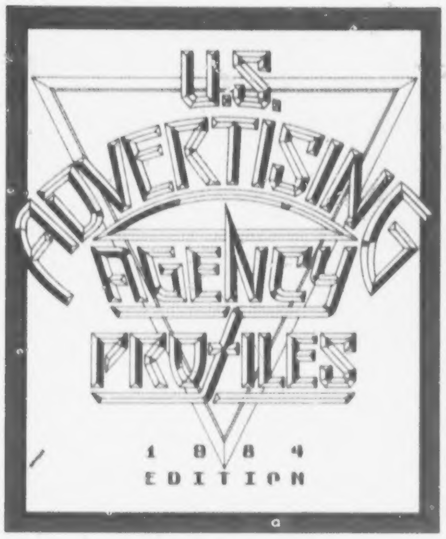


# 40th report on U.S. agencies

**A comprehensive view of the U.S. advertising agency business begins on this page, as Advertising Age presents its 40th annual issue of profiles of the agencies, their gross income and billings in 1983 and 1982, accounts won and lost last year, media mix, top personnel, number of employes and phone numbers. The agency profiles are arranged alphabetically by four income groups. In addition, agencies in the two lower income groups are divided into four regions—East, South, Midwest and West. The first group, beginning on this page, is comprised of agencies that recorded gross income of more than $15 million in 1983.**

## Admarketing Inc.

| Gross Income* | 1983 | 1982 |
|---|---|---|
| U.S. | $23,000,000 | $18,750,000 |
| Total | $23,000,000 | $18,750,000 |

* AA estimate

Admarketing Inc., Los Angeles, is estimated to have had gross income of $23,000,000 on billings of $146,300,000. Its gross income in 1982 is estimated at $18,750,000 on billings of $126,200,000.

The agency's 1983 volume consisted of $145,000,000 in media and $1,300,000 in materials and services. Its 1982 U.S. volume consisted of $125,000,000 in media and $1,200,000 in materials and servic[illegible]

In 1983, the agenc[illegible] [illegible]ned Continental yogurt and M[illegible]a Mix non-dairy products, La Victoria Foods, Leo's Quality Foods, Regal Vitamin, Ronco Teleproducts, Breuner's Rents Furniture, Kentucky Fried Chicken (Southern California and San Antonio, Tex.) Southern California Oldsmobile Dealers., New Horizon Pictures and KJOI-FM, Los Angeles.

It lost Hartman Catalogue, New World Pictures, Airco Technical Schools (East Coast only) and KMGG-FM, Los Angeles.

Billings breakdown: Newspapers 5%, magazines 3%, supplements 5%, radio 5%, network tv 1%, spot tv 68%, cable tv 1%, business press 1%, transit advertising 2%, point of sale 5%, direct mail 1%, other 3%.

The agency has 275 employes in three offices; a year ago it had 250.

Top execs: Jack Roth, president-ceo; Robert Recht, chairman; Martin Cagan, exec vp.

Phone: (213) 203-8400.

## Ally & Gargano

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $22,229,800 | $16,583,000 |
| Total | $22,229,800 | $16,583,000 |

Ally & Gargano, New York, which is now a publicly held agency, reported gross income of $22,229,800 in 1983 on billings of $174,067,000. In 1982, it reported gross income of $16,583,000 on billings of $125,970,000.

The agency's 1983 volume consisted of $149,274,000 in media, $16,117,300 in materials and services and $8,675,700 in capitalized fees. Its 1982 U.S. volume consisted of $108,800,000 in media, $11,289,000 in materials and services and $5,881,000 in capitalized fees.

In 1983, the agency gained Comp-U-Card International, Franklin Computer Corp., Kloss Video, NFL Properties, SFN Cos., Union Carbide and WYNY.

It lost Commodore Business Machines.

Billings breakdown: Newspapers 8%, magazines 15%, radio 3%, network tv 36%, spot tv 36%, business papers 2%.

The agency has 244 employes in one office. A year ago it had 209.

Top execs: Carl Ally, chairman; Amil Gargano, president-chief operating officer; Edward Gallagher, Harold Weston, Michael Tesch, exec vps.

Phone: (212) 688-5300.

## N W Ayer Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $83,200,000 | $73,100,000 |
| International | 14,200,000 | 10,800,000 |
| Total | $97,400,000 | $83,900,000 |

N W Ayer Inc., New York, reported gross income of $97,400,000 in 1983 on billings of $650,000,000. In 1982, it reported gross income of $83,900,000 on billings of $587,000,000.

The agency's 1983 U.S. volume of $558,000,000 consisted of $423,000,000 in media, $67,000,000 in materials and services and $68,000,000 in capitalized fees. Its 1982 U.S. volume of $515,000,000 consisted of $403,100,000 in media, $63,700,000 in materials and services and $48,200,000 in capitalized fees.

The agency's overseas volume was $92,000,000 in 1983 and $72,000,000 in 1982.

In 1983, the agency gained Seven Up Co.'s Like cola, Sun Co., American Lamb Council, Emerson Electric's Dremel power tools, Leaf Inc.'s Jolly Rancher and Switzer-Clark divisions, Oxford Properties, Zena jeans, Walt Disney Telecommunications and Non-Theatrical Co. (home video), Toshiba America's Information Systems division, Gillette's Body Flowers body spray deodorant and Morton-Thiokol's Texize division, billing $8,000,000 to $10,000,000.

It resigned Cannon Mills and Howard Johnson's, the latter billing $8,000,000, and lost Goodyear Aerospace, Goodyear Tire & Rubber, Host International, Coast Federal, *Business Week*, Northern Ireland Development Organization and Official Airlines Guides.

Overseas, the agency gained over 60 accounts, including Charms Sweets (Motta Group) and Bahamas Ministry of Tourism, both Italy; Air France, Trident Life and Volvo, United Kingdom; Capstain, Chesterfield and Marvels cigarets in Hong Kong; New Zealand Fishing Industry Board and New Zealand Kiwi Fruit Authority; Williams & Humbert Dry Sack and Pando brands, Belgium; Bredenberg fashion chain Sweden; Smirnoff and Velcro Espanola, Spain; Beiersdorf, Germany, and Evelyn Woods Reading Dynamics (Australia). Its overseas losses included BMW, Italy; Cooks New Zealand Wine Co.; Peaudouce, Belgium; Lederhausen, N K Kristensson, Sweden; *Manager* magazine, Germany, and Lifesavers Ltd., Australia.

Billings breakdown: Newspapers 9%, magazines 20%, radio 9%, network tv 43%, spot tv 12%, outdoor 1%, business papers 5%, Yellow Pages 1%.

The agency has 1,230 employes in four U.S. offices; a year ago it had 1,252 in four U.S. offices.

Top execs: Louis T. Hagopian, chairman-ceo; Jerry J. Siano, vice-chairman, chief creative officer; David H. Means, Domenick F. Rossi Jr., Patrick J. Cunningham, George H. Eversman, Jerry N. Jordan, Thomas Maxey, V. Hugh Wells and Theodore M. Regan Jr., exec vps; Bartine A. Stoner Jr., chairman, western region; Robert P. Zabel, president, Midwest division.

Phone: (212) 708-5000.

## BBDO International

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $199,000,0000 | $155,000,000 |
| International | 90,000,000 | 86,250,000 |
| Total* | $289,000,000 | $238,250,000 |

*AA estimate

BBDO International, New York, is estimated by Advertising Age to have had gross income of $289,000,000 in 1983 on billings of $1,949,000,000. In 1982, its gross income was estimated at $238,250,000 on billings of $1,605,500,000.

The agency's 1983 U.S. volume of $1,349,000,000 consisted of $926,000,000 in media, $217,900,000 in materials and services and $205,100,000 in capitalized fees. Its 1982 U.S. volume of $1,050,000,000 consisted of $701,700,000 in media, $165,900,000 in materials and services and $182,900,000 in capitalized fees

The agency's 1983 overseas volume was estimated at $600,000,000 in 1983 and $555,000,000 in 1982.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- BBDO Direct, BDA/BBDO
- Blair Advertising
- GM DuBois Corp.
- Caravetta Allen Kimbrough/BBDO
- Frank J. Corbett Inc.
- Franklin Spier Inc.
- Lavey/Wolff/Swift
- MARCOA Direct
- Quinn & Johnson/BBDO
- RC Communications
- TELERx Marketing
- Tracy-Locke/BBDO
- Waring & LaRosa.

In 1983, the agency gained Apple Computer's international division, billing $1,500,000; Home Box Office, Hasbro Industries, Jacqulin Cochran Inc., KNBC-TV News; General Foods Ken-L Ration Tender Chunks, Menley & James Labs, New Vector Communications, and Xerox Educational Publications.

It lost American Cyanamid, R.J. Reynolds Tobacco's Camel cigarets, billing over $100,000,000 globally, to McCann-Erickson, Sealand Service, and Thom McAn Shoe Co. It did not report its overseas account gains or losses.

Billings breakdown: Newspapers 13%, magazines 16%, supplements 1%, radio 8%, network tv 29%, spot tv 22%, cable tv 1%, outdoor 1%, business papers 5%, direct mail 1%, other 3%.

The agency has 4,018 employes in 116 offices, including 2,896 in 35 U.S. offices. A year ago it had 3,583 employes in 114 offices, including 2,416 in 32 U.S. offices.

Top execs: Bruce Crawford, president-ceo, BBDO International; Allen Rosenshine, exec vp, BBDO International, and chairman-ceo, BBDO; Norm Campbell, exec vp, BBDO International, and chairman-ceo, Tracy-Locke/BBDO; Steve Kahler, exec vp, finance and administration, BBDO International, Willi Schalk, exec vp, BBDO International, and president, international group; William Wilson, exec vp-international group; Ray McGovern, secretary-general counsel; Jim Cannon, senior vp-controller, and Tom Watson, senior vp, BBDO International.

Phone: (212) 355-5800.

## Backer & Spielvogel

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $45,000,000* | $37,245,000 |
| Total* | $45,000,000 | $37,245,000 |

*AA estimate

Backer & Spielvogel, New York, is estimated to have had gross income of $45,000,000 in 1983 on estimated billings of $300,000,000. In 1982, its gross income was estimated at $37,245,000 on estimated billings of $249,500,000.

The agency's 1983 volume included an estimated $275,000,000 in media and $15,000,000 in capitalized fees. Its 1982 volume is estimated to have included $240,000,000 in media and $9,500,000 in capitalized fees.

In 1983, the agency gained Campbell Soup Co.'s JuiceWorks, Miller Brewing's new Calgary imported beer, NCR Corp. (personal computers, corporate advertising), United States Data Processing Group, Paddington Corp. (Ma

# Income tops $6.5 billion

*(Continued from Page 1)*

1983 billings of $2.76 billion Y&R's total in 1983 was $376.6 million on billings of $2.51 billion.

The agency rankings from first through sixth place remained unchanged last year from the previous year. In decending order, the five agencies below Y&R are Ted Bates Worldwide, gross income of $388 million on billings of $2.59 billion; J. Walter Thompson Co., $378.4 million on billings of $2.52 billion; Ogilvy & Mather, $345.8 million on billings of $2.36 billion; McCann-Erickson Worldwide, $4298.8 million on billings of $1.99 billion, and BBDO International, $289 million on billings of $1.95 billion. The only change in the top 10 rankings from 1982 was the move by Saatchi & Saatchi Compton from No. 8 into the No. 7 spot with gross income of $253.3 million on billings of $1.71 billion. Leo Burnett Co., in turn, dropped to No. 8 with gross income of $216.5 million on billings of $1.49 billion.

One of the largest jumps up the rankings ladder was made by Creamer Inc., through its merger with Humphrey Browning MacDougall. The newly named HBM/Creamer's 1983 gross income of $43.5 million on billings of $290 million pushed it up to No. 28. In last year's report, HBM had ranked No. 59, while Creamer was No. 32. Other big gainers were Bloom Cos., moving from No. 48 to No. 43 in the charts with gross income of $22.8 million; Ally & Gargano, now publicly held, from No. 49 to No. 45 on gross income of $22.2 million; Hill, Holliday, Connors, Cosmopulos, from No. 58 to No. 52 on gross income of $17.3 million; Tatham-Laird & Kudner, from No. 43 to No. 37 on gross income of $27 million, and Rumrill-Hoyt, from No. 76 to No. 54 on gross income of $16.2 million.

It should be noted that Rumrill-Hoyt's showing was aided by its merger with another Compton subsidiary last year, the former New York/Compton.

As for regional rankings battles, Dallas-based Bloom Cos., comprised of Bloom Advertising and several specialized operating units, barely edged out Tracey-Locke/BBDO, Dallas, for No. 43. Bloom had gross income of $22.81 million while Tracy-Locke had gross income $22.79 million.

In Chicago, eighth-ranked Leo Burnett Co.'s 2% drop in gross income to $216.5 million has narrowed the gap between it and Foote, Cone & Belding, No. 9 with $208.4 million. With NCK Organization's gross income shown in its figures next year, FCB will most likely pass Burnett to become Chicago's largest shop.

HBM/Creamer was one of two Boston agencies that jumped into the top category of rankings (income above $15 million). The other is Hill, Holliday, Conners, Cosmopulos, reporting gross income of $17,300,000 on billings of $115,000,000.

Internationally, the top 10 U.S. agencies had 1983 gross income of $1.23 billion, compared with gross income of $1.15 billion in 1982. International billings of the top 10 were $8.3 billion, compared with $7.71 billion in 1982. The top 10's world gross income was $2.99 billion on billings of $20.1 billion. In 1982, the top 10 had gross income of $2.68 billion on billings of $18.04 billion. Among the top 10 in 1983, the international contribution accounted for 41.2% of the world gross income and 41.3% of world billings total. Among the larger agencies, TBWA showed the largest percentage of gross income from overseas—78%. Another agency with strong international ties, SSC&B Lintas, ranked second with 71%. McCann-Erickson was third (68.1%), Saatchi & Saatchi/Compton fourth (56.2%) and J. Walter Thompson Co. fifth (49.8%).

This is the eighth year that AA has ranked agencies by gross income rather than billings. The change was made

*(Continued on Page 6)*

# Agency of the Year: FMR

*(Continued from Page 2)*

McElligott says. "You can be powerful and memorable and offend a lot of people. I surely want our stuff to work. But I prefer to do it with charm, and a sense of integrity. I'd rather overestimate the public's intelligence than underestimate it."

In the few years during which the agency's payroll has grown from $34,000 to this year's projected $1.3 million, finding people who are equally committed to the agency's objectives has been the trick.

Agency staffers, all of whom are under 40 years old, communicate zeal for their work, and an almost religious admiration for the agency's leaders—primarily Fallon and McElligott. Says one art director: "Wherever I've worked before it was always a power struggle. It was not a question of what advertising was better, but whose will would prevail."

Here, they say, Mr. McElligott "will not compromise—he rejects and rejects work" until it meets his "incredibly high level of taste."

In recruiting to build the creative department, which numbers four art directors and five copywriters, "I look for myself," Mr. McElligott says simply. "There is a creative idealism that we all share.

"I look for people with a sense of mission. They have to share the joy. If they don't they'll hate it here," Mr. McElligott says.

U S West, the Western region communications company created after the AT&T breakup, is the agency's biggest client, billing in the $5 million range.

FMR was charged with creating an image for a company that never existed before, and making that image attractive to a target audience of securities analysts. The agency chose to personalize the company, using striking photographs of cowboys, and continuing the pioneering metaphor with photographs of Big Sky country under a headline "It is impossible to think small in a place this big."

According to Jack MacAllister, chief executive officer of U S West, it is not only the agency's creative work that is outstanding. "They really became a part of our organization," Mr. MacAllister says. "Fred Senn and his team personally spent time in our presentations to securities analysts, and then they followed up with the analysts to find out how they felt about our presentations.

"We went from no recognition as a company to the highest level of recognition among our target audience" he says.

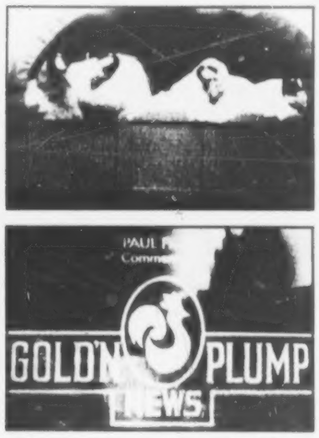
Although its batting average for account pitches is .653 or 17/26, Mr. Fallon says "the best pitch we've ever given we lost." That was for Midway Airlines, and ironically, the winner was one of the New York shops FMR emulates—Ally & Gargano.

But the agency has not yet given up on this one. The door was reopened by a call from the new advertising director, who said that "people are still talking about your presentation."

Mr. Fallon is acutely aware of two things that may hold his company back from landing bigger and bigger pieces of business: It has no clout for network tv buys, and it has no internatinal marketing capabilities.

Still, Mr. McElligott can envision the day when billings could reach the $75 million-to-$100 million range. He admits, however, that it may be "difficult to keep the focus" at that size. "And I won't be here if it goes away."

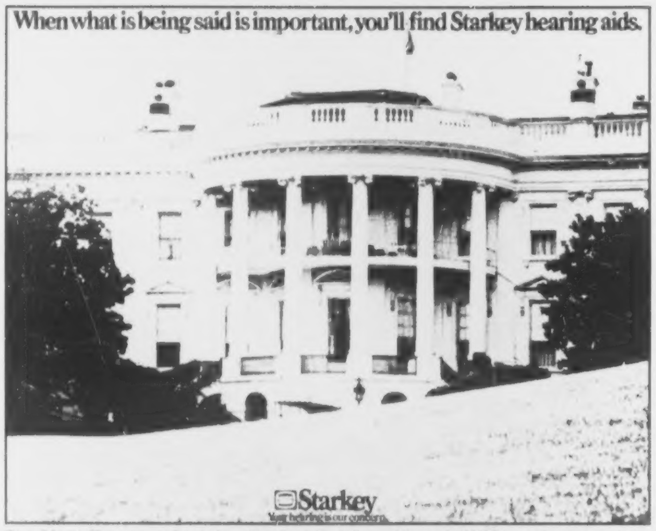
He calls upon a quote from Chiat/Day chief Jay Chiat to describe his point of view: "I want to see how big we can get before we get bad."#



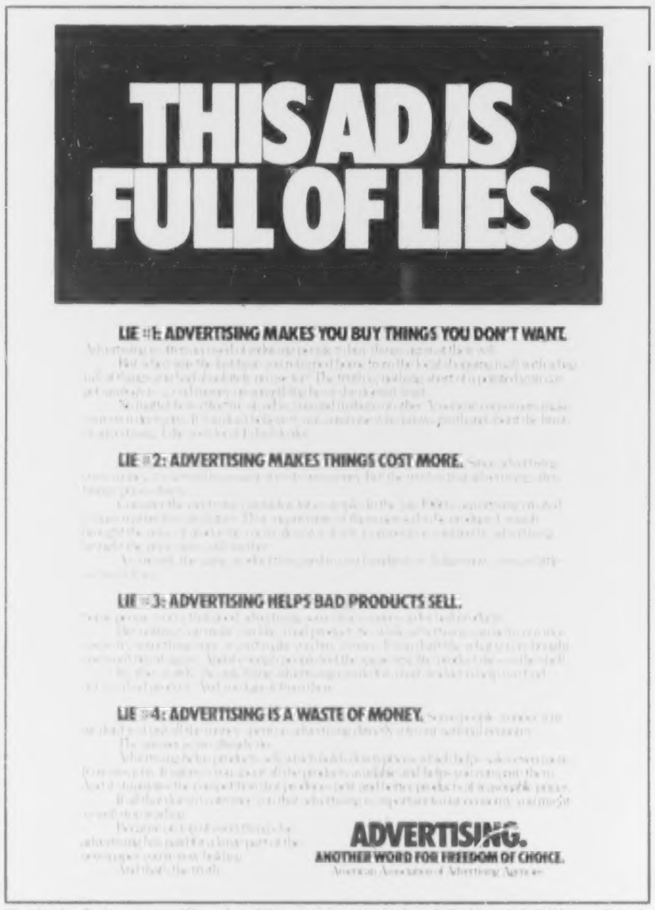
Fallon uses newsreel format in b&w tv spots to promote Gold'n Plump chickens, which "liberate" the public from "ordinary chicken."

NO MORE
TAX
INCREASES.

For client Jobs for Minnesotans, FMR took candy from a baby, saying that's the way state legislators look on tax increases. The baby cried on cue.


When what is being said is important, you'll find Starkey hearing aids.
Starkey
Your hearing is our concern.

President Reagan selected a Starkey hearing aid, and FMR made note of its client's prestigeous sale with this spread ad in the newsweekly genre.



THIS AD IS FULL OF LIES.

LIE #1: ADVERTISING MAKES YOU BUY THINGS YOU DON'T WANT.

LIE #2: ADVERTISING MAKES THINGS COST MORE.

LIE #3: ADVERTISING HELPS BAD PRODUCTS SELL.

LIE #4: ADVERTISING IS A WASTE OF MONEY.

ADVERTISING.
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies

Typical of the compelling headlines characteristic of Fallon McElligott Rice's work is this ad, part of the new campaign on behalf of advertising sponsored by the American Assn. of Advertising Agencies. Tom McElligott, a member of the association's committee on the image of advertising, convinced members that an ad campaign was needed, and returned to a subsequent meeting with a full-blown campaign. It was approved unanimously by the Four A's board, which presented the campaign to its members at the association's annual meeting earlier this month. Another ad in the public service campaign, with illustrations of Billy beer, an Edsel and French's Doggie Donuts, carries the headline: "No amount of advertising can make you buy a product you don't want."

## Criteria for Agency of the Year

Advertising Age's annual selection of Agency of the Year is based on evaluations, by a committee of the publication's editors, of the creative product of the nominated agencies.

The creative product, rather than business success or number of accounts gained, is given primary attention in order that agencies of all sizes and types can be considered for the annual award.

The creative product can include copy, creative strategies, merchandising, media planning, research and related factors.

An agency's business success and growth throughout the year is considered only to the extent that it is reflective of creative excellence.

Nominations for Agency of the Year are submitted to the editors by editorial staff members in all Ad Age bureaus and offices.

While primary emphasis is put on nominations from members of the AA staff, careful consideration also is given to the candidacies advanced by agencies themselves.

Staff nominations result from the monitoring of the advertising and agency business throughout the previous year in the course of covering the news.

This year's issue includes brief portfolios of ads by other nominated agencies that were considered in the final round of judging.

Although these finalists, as well as many others considered during the judging, created outstanding advertising, Fallon McElligott Rice won the final nod for the freshness of creative approach exhibited in its broadcast and print advertising.

The three other agencies considered in the final judging are listed below in alphabetical order with the page on which their portfolios appear:

**Burrell Advertising. . .Page 26**
**Needham, Harper & Steers. . .Page 42**
**Young & Rubicam. . .Page 54**

## Past years' winners

Previous winners of the Advertising Age Agency of the Year award:

**1973—Cunningham & Walsh**
**1974—Scali, McCabe, Sloves**
**1975—Leo Burnett Co.**
**1976—DKG Advertising**
**1977—Needham, Harper & Steers**
**1978—N W Ayer and Young & Rubicam**
**1979—Henderson Advertising**
**1980—Chiat/Day**
**1981—Ally & Gargano**
**1982—Ogilvy & Mather**

# Creativity abroad: Saatchi & Saatchi

Among the reels that garnered a lot of applause during Advertising Age's review of Agency of the Year candidates was one from London-based Saatchi & Saatchi.

The competition currently is restricted to U.S. agencies, but AA's international editors nominated the Saatchis because of the agency's humorous, often hilarious, creative approach.

(Saatchi & Saatchi's U.S. presence is via Saatchi & Saatchi Compton Worldwide, New York, but the reel sent for review was from Saatchi's U.K. operation.)

Most of the Saatchi spots—with the exception of the British Airways series—were new to the selection team. This, perhaps, made the humorous and irreverent commercials all the more invigorating.

The popularity of the Saatchi work has led to discussion by Ad Age editors about selecting an international agency of the year in the future, calling upon the expertise of AA's correspondents abroad.

Reader comments on this proposal are invited.#

Typhoo
New KP Cheese Dips
Ours are made to start first time.
Our comp...
Our compompomp...
Our compompompompet...
Our compompompompetitors...
Our new range of spark plugs fit British and foreign makes of car Thousands of parts for millions of cars.
UNIPART

Among the humorous ads produced by the U.K.'s Saatchi & Saatchi were tv spots for Typhoo tea (featuring singing mules) and KP cheese dips (left). Print ad for Unipart features an unusual headline to promote spark plugs.

# Profiles of 3 major U.S. agency groups

The accompanying table shows how leading U.S. agencies and agency groups compare in terms of income and billings.

Agency groups include holding companies that do not qualify for listing as agencies, but whose subsidiaries are principally in the advertising agency business. It should be noted that agencies which own other agencies can report combined income and billings data for the ADVERTISING AGE profiles, but holding companies that are not themselves agencies are not ranked in the listings.

As the table shows, two of the groups are larger than any agency.

Profiles of three major U.S. agency groups follow:

## Interpublic Group

Interpublic Group of Cos., New York, the holding company for McCann-Erickson and other major agencies, had total gross income of $620,382,000 in 1983 on revenues of $4,137,948,000.

Interpublic's gross income in 1982 was $541,707,000 on billings of $3,612,186,000. (If the company's 1982 figures were restated using current exchange rates, its gross income for that year would be $516,878,000 on billings of $3,447,576,000).

Among its agencies, McCann-Erickson Worldwide (which includes March Direct Marketing) reported gross income of $298,816,000 on billings of $1,993,101,000 last year. Marschalk Campbell-Ewald Worldwide (comprised of Marschalk Co., Campbell-Ewald and Clinton E. Frank Inc.) reported 1983 gross income of $132,959,000 on billings of $886,837,000.

SSC&B:Lintas Worldwide had gross income of $175,561,000 in 1983 on billings of $1,177,945,000. Dailey & Associates had 1983 gross income of $22,515,000 on billings of $143,505,000.

Philip H. Geier Jr. is chairman and chief executive officer of Interpublic. Other top execs include: J. Donald McNamara, president; Peter H. Dailey, vice-chairman; Eugene P. Beard and Donald M. Casey, exec vps.

## How agency groups, top agencies compare

### (Income figures in millions)

| Rank | 1983 gross income | 1983 billings |
|---|---|---|
| 1. Interpublic Group of Cos.* | $620.4 | $4.14 billion |
| 2. JWT Group* | 479.2 | 3.20 billion |
| 3. Young & Rubicam | 414.0 | 2.76 billion |
| 4. Ted Bates Worldwide | 388.0 | 2.59 billion |
| 5. J. Walter Thompson Co.† | 378.4 | 2.52 billion |
| 6. Ogilvy & Mather | 345.8 | 2.36 billion |
| 7. McCann-Erickson†† | 298.8 | 1.99 billion |
| 8. BBDO International | 289.0 | 1.95 billion |
| 9. Saatchi & Saatchi Compton | 253.3 | 1.71 billion |
| 10. Leo Burnett Co. | 216.5 | 1.48 billion |
| 19. Mickelberry Corp.* | 95.4 | 0.64 billion |

**Agency group*

*†Subsidiary of JWT Group* *††Subsidiary of Interpublic*

## JWT Group

JWT Group, New York, a holding company whose principal subsidiary is J. Walter Thompson Co., reported gross income of $479,200,000 on billings of $3,196,300,000 for 1983. In 1982 JWT Group had gross income of $433,500,000 on revenues of $2,891,400,000.

JWT Group's principal subsidiary, J. Walter Thompson Co., reported gross income of $378,400,000 last year. Included in the agency's figure are income from Brouillard Communications, which specializes in corporate communications, Thompson Recruitment, and J. Walter Thompson USA, the principal agency organization in the U.S.

Subsidiaries of J. Walter Thompson USA include Hispanic Advertising, Deltakos USA (ethical drug advertising), Soskin/Thompson Associates (direct marketing and sales promotion) and The Entertainment Group.

Other parts of JWT Group include Lord, Geller, Federico, Einsten; Hill & Knowlton, a leading pr agency; E-A International; Survival Anglia, and the research company Simmons Market Research Bureau.

Don Johnston is chairman, chief executive officer and chairman of the executive committee of JWT Group; he is also chairman and chief executive officer of J. Walter Thompson Co. Hugh P. Connell is exec vp-secretary of JWT Group.

## Mickelberry Corp.

Mickelberry Corp., New York, formerly a diversified company that marketed meat and other products, now is primarily a holding company for advertising agencies. In 1983 the combined gross income from its agencies was $95,360,000 on combined billings of $643,400,000.

Cunningham & Walsh is the largest of the Mickelberry agencies. Last year it reported worldwide income of $52,700,000; its U.S. billings totaled $366,000,000.

Nadler & Larimer's gross income in 1893 was $12,360,000, with U.S. billings of $82,400,000.

The other Mickelberry shop, Laurence, Charles & Free, had 1983 gross income of $29,300,000 and U.S. billings of $195,000,000.

James Marlas is president and chief executive officer of Mickelberry Corp.#

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## Income

(Continued from Page 3)

because most agencies recognize gross income as a more meaningful measurement. ADVERTISING AGE this year rejected income reports of 50 agencies for lack of information or supplying obviously erroneous data. In addition, the U.S. Postal Service returned over 100 questionnaires stamped "Moved, left no address" or "Return to sender."#

425 Advertising Agencies - all at the same address.

The address, of course, is the Advertising Agency Register. The agencies are the cream of U.S. Advertising.

For your convenience agencies have condensed themselves into video presentations lasting just ten minutes, each with supporting print portfolios and current fact books.

Just give AAR a list of your requirements and we will produce a full brief of agencies meeting your specifications. From this you then select the agencies you wish to view.

Simply spend a few hours in the privacy of our offices and you will arrive at a short list of agencies to visit personally. And nobody knows—our confidentiality is our success.

After all, the reason for your visiting us is the same as the one for the agencies being here. To improve business.

AAR
The Advertising Agency Register
Takes the chore out of choosing

London
AAR Services, Ltd.
62 Shaftesbury Avenue
London W1V 7DE

New York
The Advertising Agency Register
155 East 55th Street/Suite 6A
New York, New York 10022

Paris
Videotheque S.A.
39 Boulevard Suchett
Paris, 75016, France

Contact: Leslie Winthrop (212) 644-0790

# Gross income over $15,000,000

libu rum liqueur), and Red Lobster Inns, a seafood restaurant chain with estimated 1984 billings of $40,000,000.

It lost Seven-Up's Like cola and Noxell Corp.'s Lestoil cleaner.

Estimated billings breakdown: Newspapers 5%, magazines 15%, supplements 2%, radio 5%, network tv 45%, spot tv 25%, cable tv 1%, outdoor 2%.

The agency has 514 employes in one office; a year ago it had 429.

Top execs: Carl Spielvogel, chairman; William M. Backer, president; G. Robert Holmen, exec vp-chief operating officer; Robert H. Lenz, exec vp-creative director; Stephen M. Leff, exec vp-media services director, and Robert Meury, exec vp-copy chief.

Phone: (212) 556-5200.

## Ted Bates Worldwide

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ...... | $244,393,000 | $233,374,000 |
| International | 143,506,000 | 122,728,000 |
| Total ..... | $387,899,000 | $356,102,000 |

Ted Bates Worldwide, New York, reported gross income of $387,899,000 in 1983 on billings of $2,586,064,000. In 1982, it reported gross income of $356,102,000 on billings of $2,374,011,000.

The agency's 1983 U.S. volume of $1,628,950,000 consisted of $1,293,119,000 in media, $150,586,000 in materials and services and $185,245,000 in capitalized fees. Its 1982 U.S. volume of $1,555,827,000 consisted of $1,236,459,000 in media, $143,187,000 in materials and services and $176,181,000 in capitalized fees.

The agency's 1983 overseas volume of $957,114,000 consisted of $589,191,000 in media, $60,437,000 in materials and services and $307,486,000 in capitalized fees. Its 1982 foreign volume of $818,184,000 consisted of $503,229,000 in media, $60,201,000 in materials and services and $254,754,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- William Esty Co.
- AC&R Advertising
- Campbell-Mithun
- Diener/Hauser/Bates
- McDonald & Little
- Sawdon & Bess
- Stern Walters/Earle Ludgin

In 1983, the agency gained Pizza Time, billing $2 million. It lost Home Box Office, Coors, billing $20 million, Electrolux, Cadbury Schweppes and Brown-Forman.

It did not report overseas account gains or losses. Billings breakdown: Newspapers 11.7%, magazines 12.7%, supplements 2%, radio 6.1%, network tv 34.6%, spot tv 26.4%, cable tv 1%, outdoor 4%, business papers 1.2%, transit advertising 0.1%, point of sale 0.1%, other 0.1%. The agency has 5,124 employes in 91 offices, including 2,706 in 16 U.S. offices. A year ago it had 5,041 in 87 offices, including 2,702 in 16 U.S. offices.

Top execs: Robert E. Jacoby, chairman, president-ceo, Ted Bates Worldwide, and chairman, Ted Bates Advertising/New York; John R. Hoyne, exec vp, president-international group; William D. Dunlap, chairman-ceo, Campbell-Mithun; Duane W. Ragsdale, exec vp-corporate development; Stephen Rose, exec vp, president-U.S. Affiliates Group, and chairman-AC&R Advertising; Donald M. Zuckert, exec vp, president-Ted Bates Advertising/New York; William H. Maynard Jr., vice-chairman, director-worldwide creative services; A. Michael Frothingham and Robert J. Preis, senior vps; Stanhope E. Blunt, chairman, executive committee, Campbell-Mithun; Keith H. Cousins, chairman, Australia-New Zealand-Southeast Asia Group; Michael English, chairman, United Kingdom Group, and Armand de Malherbe, president, Europe Group.

Phone: (212) 869-3131.

## Benton & Bowles

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $ 98,129,800 | $ 81,541,459 |
| International | 46,139,284 | 42,043,291 |
| Total ..... | $144,269,084 | $123,584,750 |

Benton & Bowles, New York, reported gross income of $144,269,084 in 1983 on billings of $1,004,382,552. In 1982, it reported gross income of $123,584,750 on billings of $873,577,611.

The agency's 1983 U.S. volume of $649,931,200 consisted of $503,784,900 in media and $146,146,300 in capitalized fees. Its 1982 U.S. volume of $556,398,851 consisted of $396,987,337 in media and $159,411,514.

The agency's overseas volume was $354,451,352 in 1983 and $317,178,760 in 1982.

Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

- B&B Direct
- Manning, Selvage & Lee
- Medicus Intercon International
- Ted Colangelo Associates
- Telecom Entertainment

In 1983, the agency gained Arizona Bank, Brown-Forman Distillers' Bolla, Bushmills, Noilly Prat and Veuve Clicquot brands, Campbell Taggart's white breads, Centel Inc., Corning Glass Works/Corning Designs, Encon, Jag Sportswear, Kidco Inc., MCI Communications, Procter & Gamble's Dash detergent, Stone Container Corp., Vallen Corp., Upjohn Co., U.S. Home Corp., WFYR-FM (Chicago), World Book Inc., Arthur Young Co., and Charles P. Young Inc. The agency lost J.Aron (U.S. Gold), Beatrice Foods, Peter Eckrich & Sons, The Stiffel Co., Home Savings of America, McCulloch Corp., Ogden Food Products, Sunnyland Refining and Crum & Forster.

Overseas, the agency gained nearly 100 accounts, including Yoplait and Minit 1 Photo Shops-Belgium; Lego, Aer Lingus-Denmark; Fromagerie Des Chaumes and Roja Garnier-France; Glaxo and Cartier-Germany; Procter & Gamble, Fiat and Philips-Italy; Roussel and Mitsubishi-Japan; Aeromexico, Tequila Xalisco and Suntory Ltd.-Mexico; Lee jeans and Stella Artois-Netherlands, and Maxell and Bardinet-Spain.

It lost about 30 accounts, including Massey Ferguson-Argentina; St. Albray cheese-Belgium; Magic Pan-Canada; Toms chocolate-Denmark; Orlane-France; Electrolux-Germany; Pioneer-Italy; Luxor-Mexico; Eli Lilly-Netherlands; and Solis-Spain.

Billings breakdown: Newspapers 6%, magazines 11%, radio 3%, network television 47%, and spot television 33%.

The agency has 2,973 employes in 56 offices, including 1,524 employes in 17 U.S. offices.

A year ago the agency had 2,763 employes in 54 offices, including 1,394 employes in 16 U.S. offices.

Top execs: John Bowen, chairman-ceo; Roy Bostock, president; Charles Blakemore, exec vp; Theodore Burnett, John Ferries, Joseph Hannan, Robert Lyman Michael Moore, George Simko, senior vps; Lawrence Lesser, chairman, Medicus Intercon; Robert Schwartz, chairman, Manning, Selvage & Lee.

Phone: (212) 758-6200.

## The Bloom Cos.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ....... | $22,810,000 | $18,000,000 |
| Total ..... | $22,810,000 | $18,000,000 |

The Bloom Cos., Dallas, reported gross income of $22,810,000 in 1983 on billings of $153,000,000. In 1982, it reported gross income of $18,000,000 on billings of $120,100,000. The agency did not break out those figures.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- The Bloom Agency
- Automated Productions
- Bloom Advertising Too
- Bloom Business Agency
- The Collateral Group
- Impact Promotions of the Southwest
- Public Relations Advisors

In 1983, the agency gained Airwick Corp.'s Stick Ups air fresheners and new household products, Fidelity Group of Boston's Southwest division, Glenmore Distilleries' Kentucky Tavern, Yellowstone, Mr. Boston, Mandarine Napoleon, Desmond & Duff alcoholic beverages and Torre dei Conti sparkling wine, Del Taco Corp. (fast-food chain), and Block Drug Co.'s Poli-Grip and Dentu-Grip denture products, billing over $4,000,000.

It lost Wendy's International (regional), billing $2,000,000; El Chico Corp. (Mexican restaurants) and Campbell Taggart white bread.

Billings breakdown (estimated): Newspapers 30%, magazines 10%, radio 20%, network tv 10%, spot tv 25%, outdoor 5%. The agency has 400 employes in three offices; a year ago it had 350 employes in three offices.

Top execs: Robert H. Bloom, chairman-ceo; Armand H. Mathieu, vice-chairman, director of special creative projects; Marion J. Flores, senior vp-chief financial officer; C. Anthony Wainwright, chairman-ceo, Bloom Agency; Dennis McClain, president, and Paul MacMahon, exec vp-general manager.

Phone: (214) 638-8100.

## Bozell & Jacobs

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ....... | $73,500,000 | $69,250,000 |
| International | 900,000 | 1,000,000 |
| Total ..... | $74,400,000 | $70,250,000 |

Bozell & Jacobs, New York, reported gross income of $74,400,000 in 1983 on billings of $557,000,000. In 1982, it reported gross income of $70,250,000 on billings of $514,000,000.

The agency's 1983 U.S. volume of $551,000,000 consisted of $391,500,000 in media, $73,500,000 in materials and services and $86,000,000 in capitalized fees. Its 1982 U.S. volume of $508,000,000 consisted of $344,000,000 in media, $86,000,000 in materials and services and $78,000,000 in capitalized fees. The agency's overseas volume was $6,000,000 in 1984, the same as in 1983.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiary: Custom Production Service.

In 1983, the agency gained the Assn. of Chicago McDonald's, Astra, B. Dalton Booksellers, Bank of Leumi Trust Co., Bell Atlantic, *Business Week*, Contel Central Region, Dan River, Firstel, Henkel Corp., Hyster Co., Intermedics, Lifesaver, Martha White Co., McDonald's Assn. (Atlanta area), Minnetonka Inc., *Minneapolis Star Tribune*, *New York Times*, Novatel, Organon, Satellite TV, Sealy Inc., Southwestern Bell Mobile, St. Regis Corp., Surgikos, Symantec, Unitec and WOR-TV.

It lost Ak-sar-ben, American Micro Systems, American Savings, Ampex Corp., Anova Electronics, Centel Corp., Chicopee, Cromenco, Days Inn of America, Elaine Powers, Family Center Inc., International Multi-Foods, Leaf Confectionery, Litton Microwave Cooking, Luthers Bar-B-Que, Marathon Mfg., Paramount Pictures, Valley National Bank, Victor Equipment and Victoria Stations.

Overseas, the agency listed seven account gains, including Alberto-Culver and *Business Week* in Englandand Ricoh cameras in Canada. It lost Rosebys in England and Westinghouse in Canada.

Billings breakdown: Newspapers 17%, magazines 25%, radio 15%, network tv 12%, spot tv 26%, outdoor 1%, other 4%.

The agency has 1,350 employes in 14 offices, including 1,286 in 10 U.S. offices. A year ago it had 1,360 employes in 17 offices, including 1,333 in 12 U.S. offices.

Top execs: J. Liener Temerlin, chairman; Charles D. Peebler Jr., president-ceo; Alan Jacobs, chairman, executive committee; Joseph Caggiano, vice-chairman and chief financial officer; Lee King, vice-chairman; David Bell, president, Midwest division; James Canfield, president, B&J Public Relations; Chet Frazier, president, Ag division; Richard Hamblin, president, Pacific division; Robert Dempsey, president, Healthmark; Peter Finn, president, Southwest division; Al Buschhorn, president, Custom Production Service; Robert J. Leverte, president, Ruvane-Leverte, and John Ruvane, ceo, Ruvane-Leverte.

Phone: (212) 705-6800.

## Leo Burnett Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $134,998,000 | $136,017,000 |
| International | 81,536,000 | 85,142,000 |
| Total ..... | $216,534,000 | $221,159,000 |

Leo Burnett Co., Chicago, reported gross income of $216,534,000 in 1983 on billings of $1,485,302,000. In 1982, it reported gross income of $221,159,000 on billings of $1,487,434,000.

## Profile staff

This issue of U.S. Advertising Agency Profiles was produced under the direction of **John J. O'Connor**, New York bureau chief, and **Marie T. Spadoni**, editorial assistant in Chicago. Art supervision was by **Geoffrey Shives**, art director of ADVERTISING AGE Magazine. Agency income profiles were edited and written by deputy executive editor **Maurine Christopher**; New York news editor **Craig Reiss**; senior reporters **James P. Forkan** and **Pat Sloan**; reporters **Stuart J. Elliott**, **Nancy Giges**, **Robert Raissman**, and **Susan Spillman**; editorial assistant **Lisa Phillips**, and free lance writers **Megan J. Savage** and **Thom George**. Free lancers **Craig Endicott** and **Ellen Herring** assisted with editing and data compilation. General supervision was by **Lawrence E. Doherty**, director of editorial development.

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## Gross income over $15,000,000

The agency's 1983 U.S. volume of $914,091,000 consisted of $779,069,000 in media, $114,175,000 in materials and services and $20,847,000 in capitalized fees. Its 1982 U.S. volume of $919,796,000 consisted of $794,174,000 in media, $110,360,000 in materials and services and $15,262,000 in capitalized fees.

The agency's overseas volume was $57[illegible],000 in 1983 and $567,638,000 in 1982.

In 1983, the agency gained the American Dental Assn., Seven-Up Co., Sydney Development Corp., Beatrice Foods Co., Peter Eckrich & Sons and Samsonite Luggage USA.

It did not report its overseas account gains and losses.

Billings breakdown: Newspapers 4%, magazines 17%, supplements 2%, radio 3%, network tv 47%, spot tv 20%, outdoor 7%.

The agency has 3,461 employes in 46 offices, including 1,528 in five U.S. offices. A year ago it had 3,498 employes in 43 offices, including 1,623 in five U.S. offices.

Top execs: John J. Kinsella, chairman-ceo; Norm Muse, vice-chairman; Hall Adams, chairman-ceo, U.S.; Thomas D. Heath, vice-chairman, U.S.; Richard Stanwood, president, U.S.; Wayne A. Wiggins, chairman-ceo, international; Joseph Novas Jr., vice-chairman, international; Robert Barocci, president, international.

Phone: (312) 565-5959.

## Campbell-Mithun

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $42,795,000 | $37,740,000 |
| Total | $42,795,000 | $37,740,000 |

Campbell-Mithun, Minneapolis, a unit of Ted Bates Worldwide, reported gross income of $42,795,000 in 1983 on billings of $285,300,000. In 1982, it reported gross income of $37,740,000 on billings of $251,600,000.

The agency's 1983 volume is estimated to have included $215,000,000 in media, $40,000,000 in materials and services and $30,300,000 in capitalized fees. Its 1982 volume is estimated to have included $190,000,000 in media, $30,000,000 in materials and services and $31,600,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries: Cash Plus and Promotion Works.

In 1983, the agency gained Cobra Communications, Jockey For Her, Kimberly-Clark, Lamaur, Masonite Corp., NBI, Schwinn bicycles and Trane Co.'s C.A.C division. It lost Chicagoland Oldsmobile Dealers Assn., Crown-Zellerbach, Cryovac, Fred S. James Co., Ray-O-Vac, Rich Products, St. Charles Kitchens and Thermo-Serv.

Billings breakdown: Newspapers 10%, magazines 12%, supplements 2%, radio 9%, network tv 20%, spot tv 40%, outdoor 1%, business papers 3%, direct mail 3%.

The agency has 660 employes in three offices; a year ago it had 627 employes in three offices.

Top execs: William D. Dunlap, chairman-ceo; Raymond L. Sachs, vice-chairman, general manager, and William E. Stein, president-chief operating officer.

Phone: (612) 339-7383.

## Compton Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $50,844,000 | $39,430,000 |
| Total | $50,844,000 | $39,430,000 |

Compton Advertising, New York, a unit of Saatchi & Saatchi Compton Worldwide, reported gross income of $50,844,000 in 1983 on billings of $360,251,000. In 1982, it reported gross income of $39,430,000 on billings of $304,300,000.

The agency's 1983 volume consisted of $267,933,000 in media, $11,234,000 in materials and services and $81,084,000 in capitalized fees. Its 1982 volume consisted of $235,530,000 in media, $4,523,000 in materials and services and $64,247,000 in capitalized fees.

In 1983, the agency gained Union Underwear, Satellite Business Systems, Christian Broadcasting Network, Cunard (NAC Norwegian Cruise Lines, and Pactel Mobile Access (AMPS).

It lost Sheraton International and Buitoni Foods.

Billings breakdown: Newspapers 6.5%, magazines 19%, supplements 2.3%, radio 2.3%, spot and network tv 71.5%, outdoor 0.2%, point of sale 3%.

The agency has 683 employes in three offices; a year ago it had 662 in three offices.

Top execs: Robert O. Jordan, chairman; Edward Wax, president-ceo; Richard Rasor, Kurt Willinger, Philip Voss, Gerald Germain, exec vps.

Phone: (212) 754-1100.

## Cunningham & Walsh

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $52,704,000 | $47,790,000 |
| Total | $52,704,000 | $47,790,000 |

Cunningham & Walsh, New York, a unit of Mickelberry Co., reported gross income of $52,704,000 in 1983 on billings of $366,000,000. In 1982, it reported gross income of $47,790,000 on billings of $331,285,000.

The agency's 1983 volume consisted of $310,970,000 in media, $36,780,000 in materials and services and $18,250,000 in capitalized fees. Its 1982 volume consisted of $286,485,000 in media, $29,950,000 in materials and services and $14,850,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of a subsidiary, Reiser Williams deYong/C&W.

In 1983, the agency gained Actrix Computer Corp., American Home Foods (Luck's soups and Ranch Style foods), Brown & Williamson (Lucky Strike International), C.B. Fleet Co. (Fleet Relief, Fleet enema, Detecatest, Norforms), Granny Goose Foods, Jovan Inc.'s Beecham Cosmetics (Hermark, Lancaster, Vitabath, Diane Von Furstenberg divisions), L'Aimee Labs (Moisture Machine), McKesson Corp. (Florenza liqueur), NCR Corp. computers, Newell Co., St. Regis Co., Schieffelin Co. (Tesseron wines), Sterling Drug (Winthrop Labs' Soapure), UTA French Airlines, Wyly-Dallas, and Xidex Magnetics Corp.

It lost Anixter Bros., Building Industry Assn. of Northern California, CBS videogames, Chuck E. Cheese's Pizza Time Theatres, Elkay Mfg., General Finance Corp., Harcourt Brace Jovanovich, Metromedia Ice Capades, Miss King's Kitchens, Naturade Products, Purity Baking Co. and Regent Air Corp. Billings breakdown: Newspapers 12%, magazines 36%, supplements 1%, radio 1%, network tv 35%, spot tv 8%, outdoor 7%. The agency has 711 employes in seven offices; a year ago it had 680 employes in five offices.

Top execs: Carl W. Nichols, chairman; Anthony C. Chevins, president; Horace E. Malfa, Warren E. Albright, Frank P. McDonald and Arthur R. Meranus, exec vps.

Phone: (212) 683-4900.

## Dailey International Group

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S.* | $17,000,000 | $19,273,150 |
| International* | 4,515,000 | 3,520,000 |
| Total** | $21,515,000 | $22,793,150 |

*AA estimates
**Reported by Interpublic but not broken out.

Dailey International Group, Los Angeles, had estimated gross income of $21,515,000 in 1983 on billings of $143,505,000. In 1982, it had estimated gross income of $22,793,150 on billings of $152,587,671.

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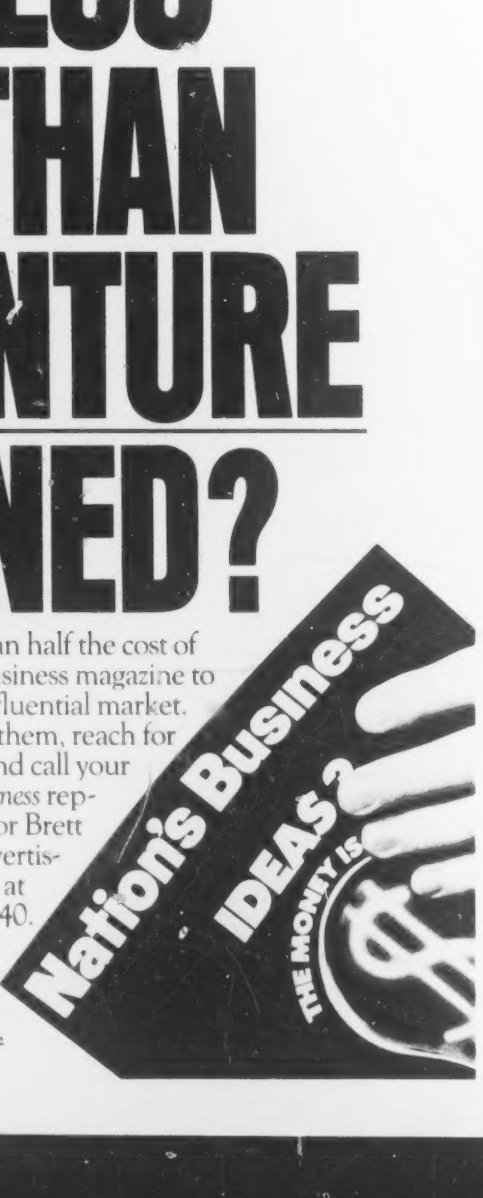

# Agencies with gross income of more than $15 million

**Figures shown in this table (000,000 omitted from dollar totals) and in the tables on Page 1 represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In some cases, income and billings figures are also included in the parent company totals. All material on this page and throughout the issue are Copyright 1984 by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited. Daggers (‡) indicate that income and billings of the agency are included in the consolidated returns of its parent shown elsewhere on the chart.**

| World Income Rank | | | World Gross Income | | U.S. Gross Income | | World Billings | | U.S. Billings | | U.S. Capitalized Fees | | Total Employes | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1983 | 1982 | Agency | 1983 | 1982 | 1983 | 1982 | 1983 | 1982 | 1983 | 1982 | 1983 | 1982 | 1983 | 1982 |
| 1 | 1 | Young & Rubicam | 414.0 | 376.6 | 274.4 | 246.7 | 2,761.4 | 2,511.7 | 1,827.9 | 1,645.4 | 202.9 | 195.4 | 7,745 | 7,025 |
| 2 | 2 | Ted Bates Worldwide | 388.0 | 356.1 | 244.4 | 233.4 | 2,586.1 | 2,374.0 | 1,629.0 | 1,555.8 | 185.3 | 176.2 | 5,124 | 5,041 |
| 3 | 3 | J. Walter Thompson Co. | 378.4 | 347.1 | 189.9 | 167.2 | 2,524.1 | 2,315.2 | 1,266.8 | 1,115.4 | — | — | 7,636 | 7,443 |
| 4 | 4 | Ogilvy & Mather | 345.8 | 315.1 | 204.1 | 176.9 | 2,360.4 | 2,151.0 | 1,361.4 | 1,179.7 | — | — | 8,030 | 7,010 |
| 5 | 5 | McCann-Erickson Worldwide | 298.8 | 276.1 | 95.4 | 82.5 | 1,993.1 | 1,841.4 | 636.4 | 550.3 | — | — | 5,962 | 5,850 |
| 6 | 6 | BBDO International | 289.0 | 238.3 | 199.0 | 155.0 | 1,949.0 | 1,605.5 | 1,349.0 | 1,050.0 | 205.1 | 182.9 | 4,018 | 3,583 |
| 7 | 8 | Saatchi & Saatchi Compton | 253.3 | 186.5 | 110.9 | 68.7 | 1,710.6 | 1,302.6 | 771.8 | 510.9 | 177.2 | 129.5 | 1,441 | 1,140 |
| 8 | 7 | Leo Burnett Co. | 216.5 | 221.2 | 135.0 | 136.0 | 1,485.3 | 1,487.4 | 914.1 | 919.8 | 20.9 | 15.3 | 3,461 | 3,489 |
| 9 | 9 | Foote,Cone & Belding | 208.4 | 180.4 | 158.9 | 129.2 | 1,405.6 | 1,211.4 | 1,075.5 | 869.5 | — | — | 4,468 | 3,888 |
| 10 | 10 | Doyle Dane Bernbach | 199.0 | 185.0 | 146.0 | 138.0 | 1,321.0 | 1,239.0 | 970.0 | 936.0 | 142.0 | 135.0 | 3,365 | 2,986 |
| 11 | 11 | SSC&B: Lintas Worldwide* | 197.1 | 197.8 | 67.8 | 64.8 | 1,321.5 | 1,305.5 | 338.7 | 303.7 | — | — | 3,705 | 3,713 |
| 12 | 13 | Grey Advertising | 183.5 | 148.1 | 125.1 | 109.0 | 1,224.0 | 987.7 | 839.5 | 763.4 | 76.1 | 52.7 | 3,908 | 3,789 |
| 13 | 12 | D'Arcy MacManus Masius | 181.1 | 167.3 | 91.6 | 79.1 | 1,210.5 | 1,113.5 | 610.3 | 527.2 | — | — | 3,626 | 3,504 |
| 14 | 14 | Benton & Bowles | 144.3 | 123.6 | 98.1 | 81.5 | 1,004.4 | 873.6 | 649.9 | 556.4 | 146.2 | 159.4 | 2,973 | 2,763 |
| 15 | 15 | Marschalk Campbell-Ewald | 133.0 | 119.0 | 99.5 | 81.6 | 886.8 | 793.6 | 663.8 | 544.5 | — | — | 1,851 | 1,964 |
| 16 | 16 | Dancer Fitzgerald Sample | 105.0 | 96.4 | 94.1 | 86.4 | 726.1 | 666.1 | 627.0 | 576.0 | — | — | 3,175 | 2,764 |
| 17 | 19 | ‡Marsteller Inc. | 99.6 | 81.2 | 73.1 | 58.6 | 664.1 | 541.5 | 487.4 | 390.8 | — | — | 1,883 | 1,648 |
| 18 | 17 | N W Ayer | 97.4 | 83.9 | 83.2 | 73.1 | 650.0 | 587.0 | 558.0 | 515.0 | 68.0 | 48.2 | 1,230 | 1,252 |
| 19 | 20 | Needham Harper & Steers | 94.2 | 79.0 | 77.9 | 62.9 | 631.9 | 526.8 | 519.9 | 419.2 | 121.3 | 115.5 | 2,126 | 1,913 |
| 20 | 21 | Wells, Rich, Greene | 92.7 | 79.0 | 91.0 | 77.6 | 608.5 | 527.0 | 595.6 | 517.5 | 67.1 | 76.4 | 916 | 720 |
| 21 | 18 | ‡William Esty Co. | 84.8 | 82.5 | 84.8 | 82.5 | 565.0 | 550.0 | 565.0 | 550.0 | — | — | 636 | 636 |
| 22 | 22 | Bozell & Jacobs | 74.4 | 70.3 | 73.5 | 69.3 | 557.0 | 514.0 | 551.0 | 508.0 | 86.0 | 78.0 | 1,350 | 1,360 |
| 23 | 24 | Kenyon & Eckhardt | 60.5 | 64.5 | 45.0 | 49.5 | 392.2 | 434.4 | 289.2 | 334.4 | 59.6 | 40.4 | 2,319 | 2,676 |
| 24 | 25 | Ketchum Communications | 55.2 | 54.3 | 46.8 | 44.0 | 368.3 | 362.0 | 312.1 | 293.2 | 70.6 | 67.8 | 1,050 | 1,100 |
| 25 | 26 | Cunningham & Walsh | 52.7 | 47.8 | 52.7 | 47.8 | 366.0 | 331.3 | 366.0 | 331.3 | 18.3 | 14.9 | 711 | 680 |
| 26 | 27 | ‡Compton Advertising | 50.8 | 39.4 | 50.8 | 39.4 | 360.3 | 304.3 | 360.3 | 304.3 | 81.1 | 64.3 | 683 | 662 |
| 27 | 28 | Backer & Spielvogel | 45.0 | 37.3 | 45.0 | 37.3 | 300.0 | 249.5 | 300.0 | 249.5 | 15.0 | 9.5 | 514 | 429 |
| 28 | 32 | HBM/Creamer Inc.** | 43.5 | 39.8 | 43.5 | 39.8 | 290.9 | 265.1 | 290.0 | 265.1 | 22.8 | 19.5 | 700 | 776 |
| 29 | 27 | ‡Campbell-Mithun | 42.8 | 37.7 | 42.8 | 37.7 | 285.3 | 251.6 | 285.3 | 251.6 | 30.3 | 31.6 | 660 | 627 |
| 30 | 29 | Geers Gross | 37.0 | 34.5 | 23.1 | 22.0 | 250.0 | 233.0 | 165.0 | 150.0 | 10.4 | 16.0 | 335 | 290 |
| 31 | 33 | ‡Scali, McCabe, Sloves | 35.1 | 31.1 | 23.6 | 20.4 | 230.8 | 202.3 | 157.0 | 135.2 | — | — | 583 | 542 |
| 32 | 31 | TBWA Advertising | 35.0 | 33.0 | 7.7 | 5.4 | 237.2 | 220.2 | 51.0 | 36.0 | — | — | 502 | 520 |
| 33 | 30 | Ross Roy Inc. | 34.1 | 33.3 | 34.1 | 33.3 | 227.0 | 222.0 | 227.0 | 222.0 | 80.0 | 85.0 | 516 | 493 |
| 34 | 36 | Della Femina, Travisano & Partners | 30.8 | 25.8 | 30.8 | 25.8 | 205.0 | 173.0 | 205.0 | 173.0 | 21.4 | 18.2 | 363 | 346 |
| 35 | 34 | Laurence, Charles & Free | 29.3 | 26.5 | 29.3 | 26.5 | 195.0 | 175.0 | 195.0 | 175.0 | 10.0 | 8.0 | 197 | 193 |
| 36 | 35 | Leber Katz Partners | 29.2 | 25.9 | 29.2 | 25.9 | 251.0 | 225.1 | 251.0 | 225.1 | 31.4 | 30.9 | 300 | 248 |
| 37 | 43 | Tatham-Laird & Kudner | 27.0 | 20.1 | 27.0 | 20.1 | 224.0 | 133.0 | 224.0 | 133.0 | 85.4 | 39.2 | 375 | 312 |
| 38 | 37 | ‡Wunderman, Ricotta & Kline | 25.9 | 23.8 | 18.6 | 17.2 | 173.0 | 159.0 | 125.0 | 115.0 | — | — | 389 | 381 |
| 39 | 39 | W.B. Doner & Co. | 24.8 | 21.6 | 24.8 | 21.6 | 165.0 | 144.0 | 165.0 | 144.0 | 26.2 | 25.5 | 395 | 385 |
| 40 | 41 | ‡Doremus & Co. | 24.1 | 20.4 | 24.1 | 20.4 | 158.4 | 135.8 | 158.4 | 135.8 | 51.9 | 49.2 | 350 | 322 |
| 41 | 40 | ‡McCaffrey & McCall | 23.9 | 20.8 | 23.9 | 20.8 | 159.9 | 140.2 | 159.9 | 140.2 | — | — | 330 | 310 |
| 42 | 44 | Admarketing Inc. | 23.0 | 18.8 | 23.0 | 18.8 | 146.3 | 126.2 | 146.3 | 126.2 | — | — | 275 | 250 |
| 43 | 48 | The Bloom Cos. | 22.8 | 18.0 | 22.8 | 18.0 | 153.0 | 120.1 | 153.0 | 120.1 | — | — | 400 | 350 |
| 44 | 45 | ‡Tracy-Locke/BBDO | 22.8 | 18.7 | 22.8 | 18.7 | 198.1 | 157.4 | 198.1 | 157.4 | 45.3 | 44.4 | 341 | 308 |
| 45 | 49 | Ally & Gargano | 22.2 | 16.6 | 22.2 | 16.6 | 174.1 | 126.0 | 174.1 | 126.0 | 8.7 | 5.9 | 244 | 209 |
| 46 | 38 | ‡Dailey International Group | 21.5 | 22.8 | 17.0 | 19.3 | 143.5 | 152.6 | — | — | — | — | 301 | 316 |
| 47 | 46 | Jordan, Case & McGrath | 21.0 | 18.6 | 21.0 | 18.6 | 147.8 | 123.2 | 147.8 | 123.2 | 28.7 | 24.0 | 170 | 170 |
| 48 | 42 | Nationwide Advertising | 20.0 | 20.1 | 18.5 | 18.7 | 67.0 | 68.3 | — | 63.3 | — | — | — | 270 |
| 49 | 50 | Keller-Crescent Co. | 19.2 | 16.8 | 19.2 | 16.8 | 96.1 | 85.7 | 96.1 | 85.7 | 45.8 | 47.3 | 585 | 585 |
| 50 | 47 | Warwick Advertising | 18.9 | 18.0 | 18.9 | 18.0 | 126.0 | 120.0 | 126.0 | 120.0 | 36.0 | 33.0 | 270 | 270 |
| 51 | 51 | ‡Sudler & Hennessey | 17.5 | 16.2 | 13.5 | 12.3 | 117.0 | 108.0 | 90.0 | 82.0 | — | — | 265 | 285 |
| 52 | 58 | Hill, Holliday, Connors & Cosmopulos | 17.3 | 12.2 | 14.6 | 10.9 | 115.0 | 92.6 | 101.4 | 83.8 | 52.6 | 48.8 | 306 | 205 |
| 53 | 54 | MCA Advertising | 16.5 | 13.4 | 16.5 | 13.4 | 137.5 | 102.7 | 137.5 | 102.7 | 2.5 | 3.5 | 92 | 75 |
| 54 | 76 | ‡Rumrill-Hoyt | 16.2 | 11.2 | 16.2 | 11.2 | 108.1 | 75.0 | 108.1 | 75.0 | 43.2 | 28.4 | 241 | 168 |

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‡Agency's financial data also included in parent company's totals on this chart. See individual profile.

*Figures include Dailey International Group, affiliated with SSC&B:Lintas following Dailey's acquisition by Interpublic Group of Cos.

**Figures for 1982 are a composite of Humphrey Browning & MacDougall (HBM) and Creamer Inc. which merged in 1983; ranking in 1982 is for Creamer.

# Agencies with gross income of $5 million to $15 million

| World Income Rank 1983 | World Income Rank 1982 | Agency | Gross Income 1983 | Gross Income 1982 | Total Billings 1983 | Total Billings 1982 | Capitalized Fees 1983 | Capitalized Fees 1982 | Total Employes 1983 | Total Employes 1982 |
|---|---|---|---|---|---|---|---|---|---|---|
| 55 | 57 | Rosenfeld, Sirowitz & Lawson | 14,835,000 | 12,400,000 | 115,000,000 | 98,500,000 | 25,986,900 | 22,948,200 | 202 | 190 |
| 56 | 53 | Chiat/Day | 14,764,249 | 14,263,549 | 138,456,688 | 135,843,325 | 34,466,029 | 34,640,051 | 240 | 320 |
| 57 | 72 | ‡Lord, Geller, Federico, Einstein | 14,406,308 | 8,761,989 | 102,180,455 | 66,047,542 | 12,055,345 | 13,572,209 | 198 | 137 |
| 58 | 52 | Eisaman, Johns & Laws | 14,300,000 | 15,100,000 | 95,333,300 | 106,768,000 | 2,668,000 | 2,768,000 | 170 | 195 |
| 59 | 64 | Kornhauser & Calene | 14,273,000 | 11,100,000 | 150,072,000 | 95,484,800 | 12,873,100 | 3,000,000 | 182 | 159 |
| 60 | 56 | ‡Medicus Intercon International | 14,067,000 | 11,990,000 | 123,212,000 | 106,952,000 | 38,166,000 | 33,396,000 | 250 | 250 |
| 61 | 63 | ‡AC&R Advertising | 12,924,000 | 11,108,000 | 82,627,000 | 71,207,000 | 2,821,000 | 1,808,000 | 207 | 180 |
| 62 | 55 | ‡Diener/Hauser/Bates | 12,924,000 | 12,563,000 | 131,784,000 | 101,364,000 | — | — | 204 | 200 |
| 63 | 72 | Ohlmeyer Advertising | 12,750,000 | 9,000,000 | 85,000,000 | 60,000,000 | — | — | — | — |
| 64 | 60 | Nadler & Larimer | 12,360,000 | 12,000,000 | 82,400,000 | 80,000,000 | — | — | 150 | 180 |
| 65 | 61 | ‡Cole & Weber | 12,313,559 | 11,957,047 | 85,157,940 | 81,206,498 | 22,292,554 | 18,692,388 | 185 | 187 |
| 66 | 62 | Waring & LaRosa | 12,000,000 | 11,250,000 | 80,000,000 | 75,000,000 | 6,700,000 | 6,400,000 | 135 | 135 |
| 67 | 70 | Davis, Johnson, Mogul & Colombatto | 11,830,100 | 9,004,000 | 78,916,760 | 60,030,000 | 6,926,760 | 5,140,000 | 180 | 160 |
| 68 | 65 | Evans Communications | 11,625,000 | 10,575,000 | 77,500,000 | 70,500,000 | 24,000,000 | 23,333,333 | 227 | 213 |
| 69 | 67 | Sieber & McIntyre | 11,183,850 | 9,350,000 | 74,150,000 | 63,180,700 | 47,717,180 | 43,689,740 | 174 | 160 |
| 70 | 71 | Geer DuBois | 10,800,000 | 9,000,000 | 72,000,000 | 60,000,000 | — | — | 140 | 125 |
| 71 | 100 | Muir Cornelius Moore | 10,695,481 | 6,164,127 | 71,338,858 | 41,114,727 | 71,338,858 | 41,114,727 | 180 | 102 |
| 72 | 69 | Henderson Advertising | 10,522,000 | 9,044,000 | 70,149,000 | 60,296,000 | 7,749,000 | 5,646,000 | 137 | 118 |
| 73 | 109 | Group 3hree Advertising | 10,094,768 | 5,565,241 | 33,511,424 | 20,903,859 | 22,213,394 | 13,489,034 | 37 | 34 |
| 74 | 226 | Epsilon | 10,000,000 | 7,600,000 | 50,840,000 | 38,505,000 | 47,340,000 | 36,005,000 | 150 | 80 |
| 75 | 81 | Kallir, Philips, Ross | 9,858,000 | 8,091,000 | 86,020,000 | 75,635,000 | 56,608,000 | 43,548,000 | 140 | 140 |
| 76 | 84 | ‡BDA/BBDO Inc. | 9,388,002 | 7,726,452 | 62,586,680 | 41,509,680 | 3,802,820 | 3,695,760 | 91 | 87 |
| 77 | 75 | Wyse Advertising | 9,386,582 | 8,618,044 | 68,555,484 | 64,650,317 | 20,742,522 | 21,987,028 | 198 | 190 |
| 78 | 79 | ‡Stone & Adler | 9,230,000 | 7,965,000 | 61,564,000 | 54,438,000 | 50,545,000 | 40,025,000 | 155 | 139 |
| 79 | 68 | Al Paul Lefton Co. | 9,200,000 | 9,150,000 | 61,330,000 | 61,000,000 | — | — | 165 | 186 |
| 80 | 80 | Meldrum & Fewsmith | 9,150,000 | 8,100,000 | 61,000,000 | 54,000,000 | — | — | 155 | 155 |
| 81 | 97 | Richard & Edwards | 9,150,000 | 6,375,000 | 61,000,000 | 42,500,000 | — | — | 26 | 26 |
| 82 | 78 | William Douglas McAdams Inc. | 9,100,000 | 8,258,000 | 61,200,000 | 55,509,000 | 12,732,000 | 8,738,000 | 165 | 161 |
| 83 | 87 | Hicks & Greist | 9,000,000 | 7,500,000 | 66,000,000 | 55,000,000 | 3,300,000 | 3,000,000 | 125 | 117 |
| 84 | 77 | Avrett, Free & Ginsberg | 8,975,415 | 8,310,570 | 79,281,000 | 74,849,000 | — | 6,117,000 | 68 | 78 |
| 85 | 91 | Ammirati & Puris | 8,700,000 | 6,900,000 | 58,000,000 | 46,000,000 | — | — | 112 | 84 |
| 86 | 95 | McKinney Silver & Rockett | 8,627,330 | 6,588,468 | 57,518,225 | 43,924,632 | 5,382,690 | 3,018,221 | 103 | 86 |
| 87 | 86 | Arnold & Co. | 8,532,400 | 7,598,627 | 62,910,619 | 50,682,842 | 14,040,350 | 12,673,000 | 171 | 196 |
| 88 | 100 | Beber Silverstein & Partners | 8,500,000 | 7,000,000 | 44,200,000 | 35,000,000 | 4,700,000 | 3,000,000 | 70 | 50 |
| 89 | 85 | Levine, Huntley, Schmidt & Beaver | 8,467,000 | 7,615,000 | 56,840,000 | 50,767,000 | 5,229,000 | 6,244,000 | 98 | 91 |
| 90 | 73 | Calet, Hirsch & Spector | 8,300,000 | 8,800,000 | 78,000,000 | 78,000,000 | 18,000,000 | 16,500,000 | 135 | 170 |
| 91 | 82 | Direct Marketing Agency | 8,300,000 | 7,600,000 | 40,050,000 | 37,000,000 | 37,350,000 | 34,600,000 | 54 | 53 |
| 92 | 83 | Ingalls Advertising | 8,000,000 | 7,750,000 | 65,500,000 | 56,500,000 | 21,000,000 | 20,000,000 | 175 | 165 |
| 93 | 88 | Advertising to Women | 7,500,000 | 6,690,000 | 60,000,000 | 46,000,000 | — | — | 77 | 89 |
| 94 | 90 | Fahlgren & Ferriss | 7,500,000 | 7,200,000 | 50,000,200 | 48,024,000 | 18,436,200 | 18,850,000 | 135 | 150 |
| 95 | 107 | Earle Palmer Brown & Associates | 7,358,623 | 5,607,904 | 51,107,543 | 39,268,423 | 14,668,724 | 11,255,039 | 160 | 125 |
| 96 | 96 | ‡Creswell Munsell, Fultz & Zirbel | 7,340,000 | 6,565,000 | 48,960,000 | 43,800,000 | — | — | 137 | 136 |
| 97 | 98 | Cramer-Krasselt | 7,296,000 | 6,350,000 | 50,189,000 | 45,000,000 | — | — | 114 | 109 |
| 98 | 106 | ‡Fletcher/Mayo/Associates | 7,266,000 | 5,622,000 | 67,308,000 | 51,328,000 | 47,944,000 | 36,465,000 | 165 | 150 |
| 99 | 116 | Rolf Werner Rosenthal Inc. | 6,948,200 | 5,328,638 | 46,321,339 | 38,030,206 | 25,865,426 | 23,856,762 | 104 | 88 |
| 100 | 99 | Tucker Wayne & Co. | 6,923,000 | 6,190,000 | 48,254,000 | 43,222,000 | 4,526,550 | 3,511,803 | 101 | 95 |
| 101 | 119 | Mandabach & Simms | 6,875,700 | 5,385,450 | 45,838,000 | 35,903,000 | — | — | 118 | 104 |
| 102 | 103 | ‡Sawdon & Bess | 6,750,000 | 6,000,000 | 45,000,000 | 40,000,000 | 2,800,000 | 2,680,000 | 80 | 72 |
| 103 | 194 | GSD&M | 6,689,600 | 2,823,127 | 47,318,700 | 24,734,560 | 14,626,800 | 8,054,654 | 148 | 92 |
| 104 | 112 | Venet Advertising | 6,684,800 | 5,478,000 | 44,565,000 | 39,304,000 | 11,720,600 | 9,798,200 | 175 | 150 |
| 105 | 104 | Towne, Silverstein, Rotter | 6,600,000 | 6,000,000 | 44,000,000 | 40,000,000 | — | — | 56 | 55 |
| 106 | 156 | Kobs & Brady | 6,593,571 | 3,780,627 | 44,311,891 | 25,867,081 | 37,341,608 | 21,754,879 | 101 | 75 |
| 107 | 102 | Barnum Communications | 6,587,000 | 6,121,000 | 43,340,000 | 40,292,000 | 25,406,000 | 23,525,000 | 92 | 80 |
| 108 | 89 | Brouillard Communications | 6,538,000 | 7,290,932 | 43,924,836 | 48,914,339 | 5,364,680 | 8,509,446 | 100 | 100 |
| 109 | 93 | Griswold Inc. | 6,503,353 | 6,848,307 | 42,260,960 | 42,665,283 | 5,591,868 | 5,812,651 | 110 | 151 |
| 110 | 173 | AdCom Inc. | 6,481,800 | 3,311,250 | 43,212,000 | 22,075,000 | 2,182,000 | 2,284,000 | 52 | 49 |

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‡Agency's financial data also included in parent company's totals on this chart. See individual profile.

*Figures include Dailey International Group, affiliated with SSC&B:Lintas following Dailey's acquisition by Interpublic Group of Cos.

**Figures for 1982 are a composite of Humphrey Browning & MacDougall (HBM) and Creamer Inc. which merged in 1983; ranking in 1982 is for Creamer.

| World Income Rank 1983 | World Income Rank 1982 | Agency | Gross Income 1983 | Gross Income 1982 | Total Billings 1983 | Total Billings 1982 | Capitalized Fees 1983 | Capitalized Fees 1982 | Total Employes 1983 | Total Employes 1982 |
|---|---|---|---|---|---|---|---|---|---|---|
| 111 | 92 | Richardson, Myers & Donofrio | 6,391,370 | 6,065,793 | 42,608,797 | 40,389,484 | 4,430,143 | 3,851,344 | 117 | 114 |
| 112 | 118 | ‡Lavey/Wolff/Swift | 6,350,000 | 5,300,000 | 42,350,000 | 36,000,000 | 42,350,000 | 36,000,000 | 105 | 95 |
| 113 | 106 | The Lorsch Group | 6,300,000 | 5,700,000 | 42,000,000 | 36,000,000 | — | — | 32 | — |
| 114 | 159 | Silverman Mower | 6,201,567 | 3,601,025 | 32,083,494 | 24,306,833 | 17,940,066 | 8,293,375 | 105 | — |
| 115 | 111 | William Cook Advertising | 6,009,428 | 5,446,244 | 40,662,856 | 36,308,294 | — | — | 111 | 104 |
| 116 | 130 | Carrafiello-Diehl Associates | 6,015,000 | 4,650,000 | 40,100,000 | 31,000,000 | 5,500,000 | 4,500,000 | 93 | 93 |
| 117 | 105 | Smith/Greenland | 6,006,270 | 5,960,000 | 40,000,000 | 39,000,000 | 4,669,000 | 4,335,000 | 104 | 104 |
| 118 | 122 | The Richards Group | 5,996,000 | 5,150,000 | 46,045,000 | 35,851,000 | 30,188,000 | 22,411,000 | 99 | 90 |
| 119 | 126 | Harold Cabot & Co. | 5,885,250 | 4,800,000 | 39,235,000 | 32,000,000 | — | — | 101 | 92 |
| 120 | 108 | Spiro & Associates | 5,847,600 | 5,587,900 | 45,458,000 | 42,100,000 | 26,575,000 | 24,185,000 | 116 | 110 |
| 121 | 125 | Muller Jordan Weiss | 5,825,500 | 4,897,964 | 38,542,700 | 34,413,221 | 5,595,400 | 5,336,000 | 92 | 92 |
| 122 | 131 | ‡Klemtner Advertising | 5,800,000 | 4,600,000 | 41,000,000 | 34,500,000 | 24,350,000 | 19,510,000 | 85 | — |
| 123 | 152 | KBG&H Unlimited | 5,799,960 | 3,884,701 | 41,428,328 | 31,576,959 | — | — | 167 | 130 |
| 124 | 138 | Elkman Advertising | 5,725,875 | 5,238,390 | 38,172,500 | 34,922,600 | 11,672,500 | 11,872,600 | 100 | 105 |
| 125 | 128 | Colle & McVoy | 5,705,766 | 4,779,469 | 38,038,446 | 31,863,130 | 5,745,444 | 3,069,527 | 125 | 113 |
| 126 | 125 | Allen and Dorward | 5,680,000 | 4,980,000 | 37,300,000 | 28,900,000 | — | — | 123 | — |
| 127 | 114 | Valentine-Radford | 5,594,642 | 5,378,002 | 40,107,807 | 37,838,836 | 12,849,015 | 12,738,946 | 102 | 89 |
| 128 | 120 | Altschiller Reitzfeld Solin | 5,416,000 | 5,199,600 | 44,781,000 | 42,972,000 | 7,763,000 | 7,402,000 | 52 | 53 |
| 129 | 121 | ‡North Castle Partners | 5,410,000 | 5,153,000 | 35,708,000 | 34,008,000 | 16,428,000 | 16,008,000 | 63 | 60 |
| 130 | 132 | Howard Swink Advertising | 5,382,342 | 4,507,077 | 39,470,138 | 31,216,206 | 22,795,346 | 15,944,595 | 120 | 100 |
| 131 | 123 | Robert A. Becker Inc. | 5,360,000 | 4,021,000 | 44,521,700 | 33,500,000 | 28,281,000 | 12,025,700 | 90 | 75 |
| 132 | 146 | Burton-Campbell | 5,337,662 | 4,072,850 | 36,614,034 | 26,933,163 | 9,540,064 | 7,598,253 | 103 | 88 |
| 133 | 115 | ‡Cadwell Davis Partners | 5,297,000 | 5,366,000 | 42,472,000 | 43,500,000 | 4,146,000 | 7,632,000 | 60 | 58 |
| 134 | 145 | Lawler Ballard | 5,280,000 | 4,098,000 | 35,200,000 | 27,320,000 | — | — | 125 | 101 |
| 135 | 127 | Weightman Inc. | 5,280,000 | 4,800,000 | 35,200,000 | 32,000,000 | — | — | 92 | 84 |
| 136 | 149 | Long, Haymes & Carr | 5,230,000 | 4,025,000 | 34,900,000 | 26,850,000 | 6,900,000 | 5,500,000 | 98 | 80 |
| 137 | 113 | McKinney Inc. | 5,175,458 | 5,562,500 | 38,123,000 | 40,955,000 | 25,563,000 | 28,437,000 | 114 | 122 |
| 138 | 117 | ‡Quinn & Johnson/BBDO | 5,092,921 | 5,300,094 | 33,952,808 | 35,333,956 | 2,326,720 | 2,394,741 | 100 | 85 |
| 139 | 124 | Keyes Martin | 5,090,000 | 4,985,000 | 30,114,000 | 29,296,000 | 11,179,000 | 10,436,000 | 80 | 90 |
| 140 | 169 | Faller, Klenk & Quinlan | 5,014,560 | 3,368,438 | 30,248,310 | 20,847,385 | 3,288,310 | 2,054,360 | 128 | 91 |
| 141 | 381 | Mort Barish Associates | 5,000,000 | 1,210,000 | 21,340,000 | 15,900,000 | 13,340,000 | 11,400,000 | 28 | 20 |

‡Agency's financial data also included in parent company's totals on this chart. See individual profile.

*Figures include Dailey International Group, affiliated with SSC&B:Lintas following Dailey's acquisition by Interpublic Group of Cos.

**Figures for 1982 are a composite of Humphrey Browning & MacDougall (HBM) and Creamer Inc. which merged in 1983; ranking in 1982 is for Creamer.

# Agencies with gross income of $1 million to $5 million

| Agency | 1983 | 1982 |
|---|---|---|
| Phillips-Ramsey Co. | 4,966,300 | 4,413,500 |
| Carmichael Lynch | 4,908,000 | 4,066,000 |
| Cochrane Chase, Livingston & Co. | 4,820,350 | 4,712,740 |
| Albert Jay Rosenthal & Co. | 4,770,000 | 4,275,000 |
| Mel Richman Inc. | 4,750,000 | 4,500,000 |
| Sacks & Rosen Advertising | 4,730,000 | 4,320,000 |
| Ehrlich-Manes & Associates | 4,723,321 | 4,521,075 |
| Bentley, Barnes & Lynn | 4,684,798 | 4,040,596 |
| Slater Hanft Martin | 4,683,000 | 3,807,000 |
| Hoffman York & Compton | 4,664,000 | 4,525,500 |
| M.E.D. Communications | 4,600,000 | 4,400,000 |
| Lois Pitts Gershon | 4,600,000 | 4,400,000 |
| Marketing Support | 4,578,537 | 2,112,258 |
| Batz Hodgson Neuwoehner | 4,552,600 | 4,229,632 |
| Lauerer Markin Gibbs | 4,539,946 | 4,310,654 |
| Miller Meester Advertising | 4,520,000 | 2,420,000 |
| Shaller, Rubin & Winer | 4,410,000 | 4,200,000 |
| Bader Rutter & Associates | 4,381,742 | 3,785,236 |
| Vicom Associates | 4,331,005 | 2,906,095 |
| Thomas G. Ferguson Associates | 4,315,890 | 3,853,472 |
| Griffin Bacal Inc. | 4,215,000 | 3,120,000 |
| Miller Advertising | 4,200,000 | 3,700,000 |
| Smith Hemmings Gosden | 4,177,000 | 3,479,000 |
| Dorritie & Lyons | 4,125,000 | 3,010,000 |
| Grant/Jacoby | 4,121,000 | 3,278,000 |
| Paragon Advertising & Public Relations | 4,113,000 | 3,712,000 |
| Lord, Sullivan & Yoder | 4,041,729 | 3,999,728 |
| Stern Walters/Earle Ludgin | 4,021,072 | 4,615,782 |
| Dugan Farley Communications Associates | 4,007,577 | 3,367,712 |
| Cato Johnson/Y&R | 4,000,000 | 3,799,000 |
| Edwin Bird Wilson Inc. | 3,990,000 | 3,550,000 |
| Burrell Advertising | 3,900,000 | 3,403,000 |
| Imahara & Keep | 3,875,738 | 1,810,598 |
| Miller-Reid Group | 3,871,350 | 1,931,100 |
| Stern Monroe Advertising | 3,870,000 | 3,300,000 |
| Bernstein Rein Advertising | 3,850,000 | 3,738,421 |
| Martin-Williams Inc. | 3,829,709 | 3,476,900 |
| William J. Bologna International | 3,800,000 | 2,800,000 |
| VanSant Dugdale & Co. | 3,797,289 | 3,945,665 |
| WFC Advertising | 3,780,000 | — |
| Don Tennant Co. | 3,730,000 | 2,607,000 |

| Agency | 1983 | 1982 |
|---|---|---|
| Kenrick Advertising | 3,723,000 | 2,625,000 |
| Levy, King & White Co. | 3,700,000 | 3,200,000 |
| Marcoa Direct Advertising | 3,690,000 | 3,060,000 |
| Doe-Anderson Advertising | 3,679,039 | 3,068,787 |
| Fisher/Feld Inc. | 3,660,000 | 3,445,000 |
| The Pitluk Group | 3,650,000 | 3,500,000 |
| Carr Liggett | 3,623,839 | 3,437,660 |
| Tycer-Fultz-Bellack | 3,612,235 | 2,097,724 |
| Kalish & Rice | 3,600,000 | 3,030,000 |
| Stern Advertising | 3,600,000 | 2,850,000 |
| Schneider Parker Jakuc | 3,573,658 | 3,039,027 |
| Giardini/Russell | 3,536,897 | 2,399,810 |
| The Martin Agency | 3,520,000 | 2,712,000 |
| Frank J. Corbett Inc. | 3,500,000 | 3,000,000 |
| Lang, Fisher & Stashower Advertising | 3,495,339 | 3,328,894 |
| McDonald & Little | 3,491,000 | 6,123,000 |
| Margeotes/Fertitta & Weiss | 3,465,161 | 3,013,184 |
| Hood, Hope & Associates | 3,450,622 | 3,507,088 |
| David Deutsch Associates | 3,449,895 | 2,098,933 |
| Mintz & Hoke | 3,406,000 | 2,954,403 |
| Healy-Schutte & Comstock Advertising | 3,394,560 | 1,727,037 |
| Marc & Co. | 3,370,000 | 3,450,000 |
| The Frank Vos Co. | 3,350,168 | 3,275,130 |
| Luckie & Forney | 3,372,671 | 2,890,435 |
| Ackerman & McQueen | 3,316,562 | 2,636,181 |
| Eric Ericson & Associates | 3,306,205 | 2,415,612 |
| A & M Associates | 3,300,000 | 3,100,000 |
| William R. Biggs/Gilmore Associates | 3,300,000 | 2,456,000 |
| Frankenberry, Laughlin & Constable | 3,300,000 | 2,200,000 |
| Juhl Advertising | 3,291,150 | 2,556,000 |
| Gray & Rogers | 3,270,000 | 3,360,000 |
| Louis & Saul | 3,249,585 | 699,945 |
| Advertising Inc. | 3,235,747 | 3,194,461 |
| Barry Blau & Partners | 3,216,600 | 2,831,400 |
| Maher Inc. | 3,209,000 | 2,880,000 |
| Northlich, Stolley | 3,171,000 | 3,373,000 |
| Stan Merritt Advertising | 3,118,568 | 2,503,556 |
| Simons Michelson Zieve | 3,100,000 | 2,760,000 |
| Leslie Advertising | 3,078,048 | 2,469,022 |
| Mutual Media | 3,060,000 | 2,145,000 |

| Agency | 1983 | 1982 |
|---|---|---|
| Smith Burke & Azzam | 3,045,100 | 2,267,930 |
| Eisner & Associates | 3,016,450 | 2,128,175 |
| Serino Coynet Nappi | 3,008,000 | 2,473,000 |
| Quinlan Keene Peck & McShay | 3,007,239 | 3,489,099 |
| Newmark, Posner & Mitchell | 2,980,000 | 2,400,000 |
| Hammond Farrell | 2,962,796 | 2,199,766 |
| Stiegler & Wells | 2,947,801 | 1,926,996 |
| Yellow Pages Marketing Services | 2,941,000 | 1,950,000 |
| Liller Neal | 2,914,508 | 3,143,935 |
| Firestone & Associates | 2,891,160 | 2,689,450 |
| A M S Advertising | 2,883,382 | 1,797,737 |
| John Paul Itta Inc. | 2,873,000 | 2,435,000 |
| The DR Group | 2,855,000 | 1,709,000 |
| Hume Smith Mickelberry Advertising | 2,850,000 | 2,700,000 |
| Malone | 2,850,000 | 2,550,000 |
| Howard, Merrell & Partners | 2,838,303 | 2,289,356 |
| Chuck Ruhr Advertising | 2,820,000 | 2,512,000 |
| G.M. Feldman & Co. | 2,775,000 | 3,495,000 |
| Rubane-Leverte | 2,750,000 | 2,000,000 |
| Franklin Spier Inc. | 2,748,000 | 2,772,000 |
| Vantage Advertising & Marketing Associates | 2,740,000 | 2,314,000 |
| Kerker & Associates | 2,734,323 | 3,052,845 |
| Winius-Brandon Texas | 2,732,781 | 2,602,649 |
| Louis Benito Advertising | 2,730,000 | 2,310,000 |
| Trahan, Burden & Charles | 2,726,254 | 2,475,000 |
| Specht, Gilbert & Partners | 2,700,000 | 2,489,000 |
| Lyons Inc. | 2,699,000 | 1,946,000 |
| BBDM Inc. | 2,651,682 | 2,272,527 |
| Daniel Glassman Advertising | 2,650,900 | 1,863,800 |
| Gross Townsend Frank | 2,625,000 | 2,295,000 |
| Martin, Sturtevant, Silverman & Marshall | 2,625,000 | 2,130,150 |
| Noble & Associates | 2,614,954 | 2,178,749 |
| Jordan/Tamraz/Caruso Advertising | 2,580,000 | 2,370,000 |
| Haddon Advertising | 2,574,000 | 1,778,236 |
| Schey Advertising | 2,565,000 | 2,070,000 |
| Fairfax Advertising | 2,535,000 | 1,800,000 |
| Point Communications | 2,529,834 | 2,381,970 |
| Homer & Durham Advertising | 2,528,056 | 2,073,461 |
| Garber, Goodman & Rothchild | 2,513,500 | 1,971,600 |
| Dawson, Johns & Black | 2,512,500 | 1,980,000 |

| Agency | 1983 | 1982 |
|---|---|---|
| **Van Brunt & Co.** | 2,500,000 | 2,350,000 |
| **Jack Levy & Associates** | 2,496,336 | 1,526,651 |
| **Jack Wodell Associates** | 2,488,288 | 2,263,467 |
| **Schaefer Advertising** | 2,483,000 | 1,995,000 |
| **Jarman, Spitzer & Felix** | 2,472,210 | 2,247,464 |
| **Harland O'Connor Tine & White** | 2,466,259 | —— |
| **Abert, Newhoff & Burr** | 2,428,395 | 2,656,284 |
| **Jim Johnston Advertising** | 2,426,100 | 2,728,246 |
| **E.H. Brown Advertising** | 2,370,328 | 2,005,388 |
| **Robinson, Yesawich & Pepperdine** | 2,360,475 | —— |
| **Wilton, Coombs & Colnett** | 2,352,640 | 1,875,753 |
| **Symon & Hilliard** | 2,343,750 | 1,812,500 |
| **Broyles, Allebaugh & Davis** | 2,341,100 | 2,071,200 |
| **Ehrig & Associates** | 2,340,000 | 2,135,000 |
| **Abelson-Taylor** | 2,325,130 | 1,673,361 |
| **Clark & Goward Carr & Fitts** | 2,300,000 | —— |
| **Dix & Eaton** | 2,300,000 | 2,430,000 |
| **Zwiren & Wagner** | 2,280,000 | 1,095,000 |
| **Castor Spanish International** | 2,250,000 | 1,800,000 |
| **Greenstone & Rabasca Advertising** | 2,250,000 | 1,850,000 |
| **Ted Thomas Associates** | 2,250,000 | 1,950,000 |
| **Leonard Monahan Saabye** | 2,202,000 | 1,340,000 |
| **Kolon, Bittker & Desmond** | 2,200,000 | 2,000,000 |
| **S.R. Leon Co.** | 2,200,000 | 2,300,000 |
| **Marquardt & Roche** | 2,181,925 | 1,799,960 |
| **Reimel Carter Advertising** | 2,175,000 | 1,980,000 |
| **Stone & Simmons Advertising** | 2,172,174 | 2,062,547 |
| **Kelly Michener** | 2,163,544 | 2,446,511 |
| **R.S. Feldman & Co.** | 2,161,242 | 1,980,000 |
| **Ensslin & Hall Advertising** | 2,160,870 | —— |
| **Mike Sloan Inc. Advertising** | 2,160,000 | 2,130,000 |
| **Levenson, Levenson & Hill** | 2,156,126 | 2,228,076 |
| **Philip Stogel Co.** | 2,132,452 | 2,227,976 |
| **The Jayme Organization** | 2,108,000 | 1,747,000 |
| **Witherspoon & Associates** | 2,100,473 | 1,809,447 |
| **Busse & Cummins** | 2,100,000 | 1,837,000 |
| **Group Two Advertising** | 2,100,000 | 2,000,000 |
| **Mendoza, Dillon & Asociados** | 2,100,000 | 1,800,000 |
| **Weitzman, Dym & Associates** | 2,100,000 | —— |
| **Schenkein/Associates** | 2,099,035 | 1,971,146 |
| **Stephan & Brady** | 2,096,912 | 2,020,145 |
| **Battenberg, Fillhardt & Wright** | 2,088,607 | 1,410,300 |
| **Craig, Lamm, Hensley & Alderman** | 2,080,280 | 2,477,354 |
| **Warren/Kremer Advertising** | 2,070,000 | 1,650,000 |
| **Gilbert, Whitney & Johns** | 2,065,000 | 1,700,000 |
| **Warner, Bicking & Fenwick** | 2,063,220 | 1,899,526 |
| **Pringle Dixon Pringle** | 2,051,250 | 1,620,000 |
| **Frank C. Nahser Inc.** | 2,046,000 | 1,991,000 |
| **Gumpertz/Bentley/Fried** | 2,029,742 | 1,810,997 |
| **Basso & Associates** | 1,980,000 | 1,875,000 |
| **Launey, Hackmann & Harris** | 1,962,137 | 1,447,500 |
| **Stolz Advertising** | 1,952,242 | 1,857,584 |
| **Fitzgerald Advertising** | 1,950,396 | 1,517,131 |
| **Ted Chin & Co.** | 1,950,000 | 1,810,000 |
| **Emery Advertising Corp.** | 1,950,000 | 1,800,000 |
| **John Malmo Advertising** | 1,950,000 | 1,800,000 |
| **Penchina, Silkowitz** | 1,950,000 | 1,638,000 |
| **Chalk, Nissen, Hanft** | 1,945,000 | 2,001,000 |
| **Bauerlein Inc.** | 1,918,406 | 1,587,163 |
| **Jameson Advertising** | 1,902,556 | 1,618,754 |
| **Chester Gore Co.** | 1,901,122 | 1,685,000 |
| **Gerber Advertising Agency** | 1,900,000 | 2,195,000 |
| **Montgomery & Associates** | 1,900,000 | 1,500,000 |
| **Murray/Bradley** | 1,900,000 | 1,500,000 |
| **Scott Lancaster Mills Atha** | 1,886,500 | 1,681,700 |
| **Douglas Turner Inc.** | 1,875,000 | 1,600,000 |
| **Ralph Kent Cooke Inc.** | 1,860,011 | 1,800,000 |
| **Lally, McFarland & Partello** | 1,834,221 | 1,400,000 |
| **Baker, Abbs, Cunningham & Klepinger** | 1,832,802 | 1,666,544 |
| **Kamstra Communications** | 1,815,000 | 1,575,000 |
| **Alexander Marketing Services** | 1,813,059 | 1,768,457 |
| **Greengage Associates** | 1,812,000 | 1,673,[illegible] |
| **West, Gentry & Morris** | 1,810,614 | 1,418,[illegible] |
| **Kraft Smith** | 1,793,784 | 2,487,376 |
| **New Product Insights** | 1,753,505 | 2,157,786 |
| **Maris, West & Baker** | 1,733,916 | 1,336,277 |
| **J.I. Scott Co.** | 1,730,000 | 1,540,000 |
| **The Siesel Co.** | 1,721,250 | 1,615,721 |
| **Shaker Advertising Agency** | 1,711,188 | 1,650,885 |
| **Wardrop, Murtaugh, Temple & Frank** | 1,710,000 | 1,502,000 |
| **The Brady Co.** | 1,701,172 | 1,361,666 |
| **Associated Advertising Agency** | 1,687,610 | 1,902,386 |
| **Dudreck DePaul Ficco & Morgan** | 1,671,000 | 1,272,000 |
| **Zechman & Associates Advertising** | 1,666,000 | 1,093,000 |
| **Red Barron Inc.** | 1,658,200 | 1,334,500 |
| **Lawrence Butner Advertising** | 1,653,750 | 1,203,750 |
| **Arthur Falconer Associates Corp.** | 1,650,000 | —— |
| **Caravetta Allen Kimbrough/BBDO** | 1,635,792 | 1,637,946 |
| **Dorland & Sweeney** | 1,630,601 | —— |
| **Stone, August & Co.** | 1,620,000 | 1,221,000 |
| **Baxter Gurian & Mazzei** | 1,615,500 | —— |
| **Herman & Rosner Enterprises** | 1,615,000 | 1,455,000 |
| **Carter Callahan Advertising** | 1,599,645 | 1,437,317 |
| **Weekley & Penny** | 1,592,916 | 1,746,925 |
| **Mason & Madison** | 1,590,000 | 1,350,000 |
| **Mullen Advertising** | 1,590,000 | 1,138,000 |
| **Bowes/Hanlon Advertising** | 1,569,402 | 779,435 |
| **Bermudez & Associates** | 1,560,000 | —— |
| **John Brown & Partners** | 1,551,369 | 1,223,018 |
| **Sullivan Higdon & Sink** | 1,541,083 | 1,324,672 |
| **Fortis Fortis Advertising** | 1,537,000 | 1,080,000 |
| **Harris & Love** | 1,536,399 | 1,241,943 |
| **Caraway Kemp Communications** | 1,523,300 | 1,500,000 |
| **John Emmerling Inc.** | 1,522,500 | 1,079,400 |
| **Taylor Advertising** | 1,517,000 | 1,998,000 |
| **Ellis Singer Group** | 1,515,095 | 1,034,765 |
| **Womack/Claypoole/Griffin Advertising** | 1,509,578 | 1,539,954 |
| **Penny/Ohlmann/Neiman** | 1,509,450 | —— |
| **Duffy Bringgold, Knutson & Oberprillers** | 1,502,500 | 633,000 |
| **Cosmopulos, Crowley & Daly** | 1,500,000 | 600,000 |
| **Cunningham, Root & Craig** | 1,500,000 | 1,000,000 |
| **Levy, Flaxman & Associates** | 1,500,000 | 750,000 |
| **Borders, Perrin & Norrander** | 1,496,787 | 1,396,122 |
| **Lenac, Warford, Stone** | 1,490,670 | —— |
| **Zylke & Affiliates** | 1,487,379 | 1,576,000 |
| **Waldbillig & Besteman** | 1,486,780 | 1,308,097 |
| **Yaffe Berline** | 1,481,134 | 1,613,366 |
| **Detrow & Underwood** | 1,456,158 | 1,268,259 |
| **Vinyard & Lee & Partners Advertising** | 1,453,000 | 1,212,000 |
| **The Lempert Co.** | 1,450,350 | 1,204,000 |
| **Harry Viola Advertising** | 1,443,000 | 1,190,656 |
| **Burton Advertising** | 1,425,000 | 1,611,000 |
| **Dallas C. Dort & Co.** | 1,417,567 | 1,280,455 |
| **Shaffer/MacGill & Associates** | 1,415,518 | 1,254,892 |
| **Schein/Blattstein Advertising** | 1,405,000 | 1,361,000 |
| **Knudsen Moore Schropfer** | 1,395,000 | 1,200,000 |
| **Smith Kaplan, Allen & Reynolds** | 1,383,942 | 1,353,144 |
| **Bergelt Advertising** | 1,382,000 | 1,277,000 |
| **Finnegan & Agee** | 1,379,000 | 914,000 |
| **Arnold Harwell McClain & Associates** | 1,351,302 | 1,288,851 |
| **Don Hansen Advertising** | 1,350,000 | 830,000 |
| **The Jaqua Co.** | 1,348,766 | 1,480,985 |
| **The Ad Agency** | 1,341,000 | 1,218,800 |
| **Fern/Hanaway** | 1,332,500 | 1,402,500 |
| **R.L. Meyer Advertising** | 1,328,517 | 1,071,186 |
| **Gordon Bailey & Associates** | 1,320,996 | 1,073,156 |
| **McKee Advertising** | 1,316,000 | 1,001,000 |
| **William Eisner & Associates** | 1,300,760 | 1,331,058 |
| **Lou Beres & Associates** | 1,300,000 | —— |
| **InComm Inc.** | 1,300,000 | 450,000 |
| **Posey, Parry & Quest** | 1,300,000 | 1,075,000 |
| **SZF Inc.** | 1,300,000 | 1,200,000 |
| **Ken Schmidt Co.** | 1,300,000 | 1,325,500 |
| **Northrup & Teel** | 1,297,000 | 1,652,000 |
| **J. MacLachlan & Associates** | 1,295,000 | 658,000 |
| **Brand Advertising** | 1,294,476 | 1,297,238 |
| **The Merchandising Factory** | 1,294,000 | 600,300 |
| **Fessel, Siegfriedt & Moeller** | 1,286,425 | 1,270,625 |
| **Winchell Marketing Communications** | 1,275,000 | 1,200,000 |
| **Short Shepler & Fogleman** | Advertising | 1,263,935 |
| 624,683 | | |
| **Beaumont, Heller & Sperling** | 1,260,212 | 1,467,450 |
| **Hall, Haerr, Peterson & Harney** | 1,260,000 | 1,200,000 |
| **Spencer Bennet Nowak** | 1,255,000 | 844,000 |
| **The Creative Advertising Co.** | 1,254,670 | 921,667 |
| **Coakley Heagerty** | 1,254,069 | 1,074,074 |
| **Rizzo, Simons, Cohn** | 1,252,093 | 844,523 |
| **Fogarty & Klein** | 1,252,000 | 875,000 |
| **Berenson & Isham** | 1,251,471 | 1,499,016 |
| **Ericksen Advertising & Design** | 1,250,000 | 980,000 |
| **Shiffman/Fergusson/Stone** | 1,239,900 | 696,700 |
| **Neal Spelce Communications** | 1,224,475 | 1,159,662 |
| **Bailey Lewis & Associates** | 1,217,028 | 1,095,753 |
| **The Emerson Marketing Agengy** | 1,215,000 | 780,000 |
| **M.L. Grant Inc.** | 1,215,000 | 1,110,000 |
| **Silberman Whitebrow Dolan** | 1,215,000 | 1,035,000 |
| **Bloom & Gelb** | 1,204,968 | 881,719 |
| **Hughes Advertising** | 1,201,375 | 1,043,834 |
| **The Advertising Works** | 1,200,000 | 1,050,000 |
| **Contemporary Marketing** | 1,200,000 | 975,000 |
| **HMK Advertising** | 1,200,000 | 975,000 |
| **Horlick Levin Hodges Advertising** | 1,200,000 | 1,305,000 |
| **Liberman-Appalucci** | 1,200,000 | 1,075,000 |
| **Keroff & Rosenberg Advertising** | 1,195,383 | 155,000 |
| **Buckheim & Rowland** | 1,189,558 | 981,694 |
| **Humpal, Leftwich & Sinn** | 1,185,000 | 950,000 |
| **Don Costello & Co.** | 1,170,000 | 750,000 |
| **Scroggin & Fischer Advertising** | 1,169,635 | 1,009,295 |
| **DeBruyn Rettig Advertising** | 1,156,280 | 1,136,675 |
| **Pesin, Sydney & Bernard Advertising** | 1,153,550 | —— |
| **Starmark Inc.** | 1,151,500 | 732,250 |
| **McDougall Associates** | 1,135,800 | 1,109,200 |
| **Adams, Rickard & Mason** | 1,135,700 | 972,943 |
| **Murray Salit & Associates** | 1,035,000 | 930,000 |
| **Sawyer Advertising** | 1,134,126 | 1,004,517 |
| **Herb Gross & Co./Media Corp.** | 1,130,464 | 799,093 |
| **Ross Advertising** | 1,128,622 | 1,205,929 |
| **Pool/Sarraille Advertising** | 1,125,000 | —— |
| **Rick Johnson & Co.** | 1,112,710 | 928,927 |
| **Furman Roth Ad Agency** | 1,104,000 | 1,020,000 |
| **Harmon Smith** | 1,102,131 | 815,000 |
| **Paolin & Sweeney** | 1,100,000 | 603,428 |
| **Scharfberg & Associates** | 1,090,000 | 990,000 |
| **Cole Henderson Drake** | 1,082,280 | 918,878 |
| **Ed Yardang & Associates** | 1,080,430 | 1,187,000 |
| **Bonsib Inc.** | 1,070,447 | 989,502 |
| **Kerlick, Switzer & Johnson** | 1,068,600 | 975,000 |
| **Sullivan & Brugnatelli Advertising** | 1,065,005 | 1,096,378 |
| **Lockhart & Pettus** | 1,065,000 | 960,000 |
| **Wray/Ward Advertising** | 1,064,024 | 1,046,948 |
| **St. Vincent, Milone & McConnells** | 1,062,586 | 975,299 |
| **STG Marketing Communications** | 1,060,000 | 1,056,000 |
| **J.P. Hogan & Co.** | 1,056,000 | 853,800 |
| **Winterkorn Lillis** | 1,055,000 | 1,250,000 |
| **Gulf State Advertising** | 1,050,376 | 1,349,374 |
| **Bonfield & Associates** | 1,050,000 | —— |
| **Gleckler & Spiegel Advertising** | 1,050,000 | 540,000 |
| **Nartzger & Huhe** | 1,048,328 | 773,416 |
| **Dickison & Rakaseder** | 1,045,000 | —— |
| **Roggers, French & Co.** | 1,043,975 | 706,715 |
| **Franznick & Cusatis Advertising** | 1,042,957 | 724,325 |
| **TCI Advertising** | 1,042,215 | 685,882 |
| **Impact Marketing Communications** | 1,035,000 | 650,000 |
| **Kolker, Taley, Hermann** | 1,025,000 | 937,000 |
| **Ballotta, Napurano & Co.** | 1,020,000 | 756,000 |
| **Lipman Advertising** | 1,010,967 | 971,890 |
| **Ackerman Advertising Communication** | 1,010,000 | 770,000 |
| **Adler, Schwartz** | 1,008,400 | 987,721 |
| **Sutton Communications** | 1,000,000 | 200,000 |

# Agencies with gross income of under $1 million

| Agency | 1983 | 1982 |
|---|---|---|
| **Glasheen Advertising** | 998,000 | 990,001 |
| **Adair Associates** | 996,062 | 903,515 |
| **The Phillips Organization** | 995,929 | 915,000 |
| **George P. Clarke Advertising** | 986,011 | 939,471 |
| **Smith & Yehle** | 975,125 | 910,425 |
| **Reeds Farris Lewis & Maisel** | 974,001 | 841,298 |
| **Estey-Hoover** | 969,342 | 958,186 |
| **McAdams & Ong** | 966,700 | 763,400 |
| **Andrews/Mautner** | 959,082 | 888,712 |
| **Donald L. Arends Inc.** | 958,800 | 912,600 |
| **Ferber Janklow Chimbel Bender** | 955,350 | 782,550 |
| **Starr Advertising** | 953,025 | 1,085,250 |
| **Gene K. Kolber Advertising** | 950,000 | 850,000 |
| **R.S.M.& K. Inc.** | 946,830 | 851,031 |
| **Larwin/Livers Associated** | 945,000 | 805,000 |
| **O'Sullivan, Dugan & Partners** | 942,619 | 774,652 |
| **Admix Advertising** | 940,000 | 876,000 |
| **Fotheringham & Associates** | 939,191 | 881,217 |
| **Wimmershoff & Associates** | 936,147 | 754,962 |
| **Loeffler Marley Mountjoy** | 928,944 | 846,000 |
| **Gregory Inc.** | 922,577 | 786,815 |
| **Frank Barth Inc.** | 919,000 | —— |
| **Rhea & Kaiser Advertising** | 918,840 | 750,265 |
| **Smith, Badofsky & Raffel** | 915,200 | 1,365,000 |
| **Scharer Associates** | 915,000 | 855,000 |
| **Emerson Lane Fortuna** | 914,129 | 507,555 |
| **Behrends & Co.** | 906,735 | 952,001 |
| **The Caldwell/Reingold Group** | 906,124 | —— |
| **Umphenour & Martin** | 905,829 | 833,505 |
| **LaBelle & Shallbetter** | 905,000 | 888,500 |
| **Dally Advertising** | 900,000 | 675,000 |
| **Fones & Mann** | 900,000 | 750,000 |
| **J.H. Lewis Advertising** | 880,918 | 949,439 |
| **Sharp Hartwig Advertising** | 879,400 | 538,100 |
| **Marcus Group** | 870,500 | 520,600 |
| **E.H. Rogers & Co.** | 864,450 | 848,250 |
| **Pearlman/Rowe Kolmatsky** | 860,450 | 783,289 |
| **Hazard Advertising Co.** | 860,000 | 700,000 |
| **Wyble Advertising** | 859,697 | 843,600 |
| **Wm. L. Baxter Advertising** | 859,079 | 724,093 |
| **Decker, Guertin & Cheyne** | 851,423 | 265,435 |
| **Haddad, Lawrence Advertising** | 850,000 | 750,000 |
| **Allen & Mattingly** | 845,897 | 552,149 |
| **Brand & Gerber & Shick** | 834,467 | 839,567 |
| **Richardson, Thomas & Bushman** | 832,269 | 795,010 |
| **Greene & Claire** | 830,000 | 740,000 |
| **Soderberg & Associates** | 828,444 | —— |
| **Mohawk Advertising** | 827,800 | 549,785 |
| **Kostman/Schmid & Associates** | 825,000 | —— |
| **Howard Miller Associates** | 825,000 | 440,000 |
| **Greenwald/Christian Advertising** | 824,955 | 599,970 |
| **Kaufman & Maraffi Advertising** | 822,000 | 800,000 |
| **Dekrig Advertising** | 820,000 | 780,000 |
| **Bulloch & Haggart Advertising** | 816,866 | 713,155 |
| **Hart/Conway Co.** | 813,373 | 786,713 |
| **Marketing Directions** | 813,373 | 786,713 |
| **G. Temple Associates** | 808,000 | 674,000 |
| **The Gable Agency** | 806,478 | 644,184 |
| **The Mabyn Kean Agency** | 805,196 | 936,433 |
| **Sommer Inc.** | 802,000 | 436,000 |
| **Robinson Associates** | 801,875 | 672,643 |
| **Alpine Advertising** | 798,475 | —— |
| **Kalmar Responsive Ad/Marketing Corp.** | 798,000 | 780,000 |
| **Orion Group** | 787,500 | 667,500 |
| **Communigraphics Inc.** | 785,250 | 795,000 |
| **Kenney Advertising** | 785,000 | 560,000 |
| **Dulaney Advertising** | 781,000 | 554,000 |
| **Mace Advertising Agency** | 780,910 | 1,436,701 |

# Agencies with gross income of under $1 million

| Agency | 1983 | 1982 |
|---|---|---|
| **Rathke Blair Kerns & Frost** | 777,280 | 648,713 |
| **Gann-Dawson** | 773,936 | 745,286 |
| **Barney & Patrick Advertising** | 771,169 | —— |
| **Christopher Thomas Associates** | 770,000 | 650,000 |
| **Jason Group** | 768,000 | 500,000 |
| **Douglas Samuel Advertising** | 760,000 | 570,000 |
| **MAP Advertising** | 758,829 | 481,947 |
| **Bryan-Donald Advertising** | 750,000 | 500,000 |
| **Don Wise & Co.** | 750,000 | —— |
| **Manaker & Wright** | 747,000 | 880,000 |
| **Lessing-Flynn Advertising Co.** | 745,851 | —— |
| **Patterson Advertising** | 739,325 | 664,961 |
| **Crumbley & Associates** | 735,000 | 615,000 |
| **Jacobson Advertising** | 733,050 | —— |
| **Lessner Slossberg Gahl & Partners** | 733,031 | 756,000 |
| **Haller Schwarz** | 730,000 | 698,000 |
| **Gordon Group** | 728,900 | 172,500 |
| **Soghigian and Macuga Advertising** | 728,300 | 650,200 |
| **Bradley, Dimmock & Hungerford** | 726,536 | 546,268 |
| **Sheffer & Peters Advertising** | 726,000 | 506,000 |
| **Image Dynamics** | 724,375 | 590,611 |
| **Alstin Advertising** | 720,000 | 645,000 |
| **Hunter Barth Advertising** | 717,200 | 657,000 |
| **Warr, Foote & Rose** | 716,799 | 763,776 |
| **Ira Thomas Associates** | 715,033 | 803,938 |
| **Cantor Advertising** | 705,000 | 390,000 |
| **Strother & Faltis** | 705,000 | 486,059 |
| **Connor-Sager Associates** | 700,000 | 525,530 |
| **Redmond, Amundson & Rice** | 694,518 | 687,450 |
| **Sidney Clayton Associates** | 694,505 | 850,192 |
| **Malek Group** | 690,221 | 768,269 |
| **H.T. Fenton Associates** | 685,723 | 629,104 |
| **Jack Cantwell Inc.** | 678,825 | 753,787 |
| **McLaughlin, Delvecchio & Casey** | 678,254 | 617,000 |
| **Gene Wolfe & Co.** | 675,702 | 607,440 |
| **Waddington Advertising** | 675,479 | 556,735 |
| **Rainoldi-Bowles** | 670,420 | 673,357 |
| **Boelter & Lincoln** | 663,473 | 471,036 |
| **Mad Ave East** | 662,661 | 603,895 |
| **Storey Berman & Freer** | 662,000 | 601,000 |
| **The Hiebing Group** | 661,502 | 605,421 |
| **The John Volk Co.** | 661,033 | 693,725 |
| **Fensholt Inc.** | 660,602 | 733,324 |
| **Burch Myers Cuttie** | 656,131 | 715,165 |
| **Arau & Goldberg** | 652,500 | —— |
| **Peterson-Morris** | 650,000 | 600,000 |
| **Steve Lutzker Advertising** | 649,232 | 508,588 |
| **Blair Advertising** | 649,059 | 845,523 |
| **GKD Advertising** | 646,791 | 795,161 |
| **Ashby, Dillon & Meade** | 645,622 | —— |
| **Schoenfeld/Straus** | 639,000 | 485,000 |
| **Adelante Advertising** | 637,500 | 637,500 |
| **Huwen & Davies** | 635,000 | 612,000 |
| **CRE Inc.** | 634,507 | 457,556 |
| **Robert McKim & Co.** | 632,851 | 390,000 |
| **Smelkinson, Cerrati & Co.** | 631,736 | 491,668 |
| **Ted Barkus Co.** | 628,928 | 464,397 |
| **Jerre R. Todd & Associates** | 622,799 | 796,088 |
| **Wendt Advertising** | 615,046 | 776,197 |
| **Jules Rabin Associates** | 615,000 | —— |
| **Stral Advertising** | 610,000 | 585,000 |
| **Gilbert Sandler & Associates** | 607,571 | 582,277 |
| **Larson, Bateman & McAllister** | 606,967 | 635,131 |
| **Clark Direct Marketing** | 602,000 | 540,000 |
| **Jack Brahms Advertising** | 600,000 | 450,000 |
| **Wooding & Housley** | 600,000 | 430,000 |
| **Chase/Ehrenberg & Rosene** | 594,000 | 435,000 |
| **Foster Peterson & Kostopoulos** | 593,342 | —— |
| **L. Quillin & Associates** | 590,150 | 398,668 |
| **Mercurio Consultants** | 590,000 | —— |
| **Patchen Brownfeld** | 587,000 | 221,000 |
| **Grant & Pollack Advertising** | 586,000 | 231,000 |
| **Flint Advertising** | 575,562 | 633,497 |
| **Marcom** | 565,690 | 619,458 |
| **George, Gibbs, Hammerman & Myers** | 565,000 | 575,000 |
| **Gregory & Clyburne** | 562,500 | 550,275 |
| **Michael Holmes & Co.** | 562,187 | 400,502 |
| **Sheehy & Knopf** | 560,596 | 328,601 |
| **Stuart Williams Associates** | 560,000 | 499,800 |
| **MarketAide Inc.** | 558,005 | 751,971 |
| **Hal Langerman Co.** | 554,600 | 470,000 |
| **Covey & Koons** | 548,321 | 630,756 |
| **Cantin Elliot** | 547,500 | 532,000 |
| **Tepe, Hensler & Westerkamp** | 540,900 | 411,900 |
| **Darien, Russell, Hill & Dahl** | 534,939 | 485,372 |
| **Carolin Paxson Advertising** | 531,608 | —— |
| **Tri-State Advertising Co.** | 528,442 | 587,028 |
| **The Communicators Group** | 528,400 | 467,800 |
| **Conti Advertising** | 526,000 | 557,000 |
| **DFK Advertising** | 525,000 | 525,000 |
| **The Jones Agency** | 523,765 | 47[illegible]214 |
| **Richmond Advertising/Reinhold Associates** | 521,232 | 520,193 |
| **Koehler Iversen** | 520,000 | 439,506 |
| **Hirsch Elliot** | 510,000 | 478,540 |
| **Warren & Epstein** | 510,000 | 600,000 |
| **Shable, Sawyer & Pitluk** | 506,807 | 403,697 |
| **R.J. Advertising** | 504,485 | 553,854 |
| **Len Scholl & Co.** | 504,094 | 458,868 |
| **Yuguchi & Krogstad** | 501,635 | —— |
| **Lardis, McCurdy & Co.** | 494,000 | 359,000 |
| **Martin Fiderer Associates** | 493,000 | 479,000 |
| **Mitchell & Co.** | 492,000 | 565,050 |
| **Miller, Addison, Steele** | 485,000 | 555,000 |
| **Gardiner Advertising** | 484,407 | 446,577 |
| **Skirboll & Garber Advertising** | 481,106 | 248,831 |
| **Thomas R. Sundheim** | 480,000 | 540,000 |
| **The Carl Guldberg Agency** | 474,324 | 369,225 |
| **Harold Miller Marketeer** | 471,610 | 254,000 |
| **Jones Anastasi & Mitchell** | 467,062 | 395,640 |
| **The Matlin Co.** | 465,000 | 420,000 |
| **Meldrum & Campbell Advertising** | 461,020 | 473,666 |
| **Richard Yeager Associates** | 459,463 | 354,659 |
| **Steen Advertising Corp.** | 451,000 | 397,000 |
| **The Ray Coen Co.** | 450,000 | 335,000 |
| **Smith & Associates** | 450,000 | —— |
| **MarketReach Inc.** | 440,121 | 357,932 |
| **MacGibbon & Kobasic** | 439,300 | 379,900 |
| **Robert K. Butcher & Associates** | 436,400 | 437,000 |
| **Selwyn & Associates** | 431,000 | 321,000 |
| **McIlhenny-Humphrey** | 427,000 | 413,600 |
| **Wilson, Frank & Associates** | 422,880 | 381,084 |
| **Hicks & Grayson** | 418,351 | 378,842 |
| **Webb & Associates** | 417,393 | 363,764 |
| **T.S. Jenkins & Associates** | 416,287 | 315,712 |
| **Klein/Richardson** | 411,000 | 345,000 |
| **Blackwood Associates** | 410,000 | —— |
| **Patlis Advertising** | 410,000 | —— |
| **FitzSimons Advertising** | 405,000 | 400,000 |
| **Noble Arnold & Associates** | 399,500 | —— |
| **Laven, Fuller & Perkins** | 396,720 | 269,804 |
| **Blanchard & Associates** | 389,914 | 362,913 |
| **KRS Communications** | 385,181 | 298,835 |
| **Rahm Advertising** | 379,029 | 301,989 |
| **Arnold Advertising Corp.** | 375,000 | 360,000 |
| **Keller Haver Inc.** | 375,000 | —— |
| **Lansdale, Carr & Baum** | 375,000 | —— |
| **JRL Advertising & Sales Promotions** | 375,000 | 390,000 |
| **Jay Reich Inc.** | 375,000 | 525,000 |
| **Kopf & Isaacson Advertising** | 370,000 | 280,000 |
| **Marketing Group** | 368,025 | 315,000 |
| **Deppe & Associates** | 365,025 | 315,000 |
| **Levy Advertising Associates** | 360,500 | 347,635 |
| **Harris, Drury & Associates Advertising** | 354,000 | 154,500 |
| **Mallof, Abrouzino & Nash Marketing** | 354,000 | —— |
| **Jiloty, Shipley & Associates** | 351,010 | 265,712 |
| **Sader & Ackerman** | 351,000 | 372,000 |
| **Keith Bates & Associates** | 348,632 | 250,583 |
| **Perry Ballard/Advertising** | 348,185 | 355,346 |
| **Doty, Phillips & Laing** | 347,222 | 321,396 |
| **Newton Associates** | 342,750 | 311,700 |
| **Offield & Brower** | 342,693 | 340,000 |
| **Gabel Advertising** | 341,620 | 331,460 |
| **Earle Bower Associates** | 339,200 | 322,500 |
| **Groseclose & Poindexter** | 388,774 | 219,716 |
| **The Professional Marketing Group** | 337,000 | 355,000 |
| **Rubin-Van Slyke** | 330,230 | 276,250 |
| **Barron, Hillman & Mellnick** | 330,000 | 300,000 |
| **Saxe Mitchell** | 326,000 | 291,500 |
| **Davis Advertising** | 325,000 | 300,000 |
| **West & Brady** | 322,754 | 399,978 |
| **Haselow & Associates** | 320,000 | 314,000 |
| **Hill Hays Associates** | 320,000 | 304,000 |
| **Totalistics Advertising** | 320,000 | 190,000 |
| **Kinzie & Green** | 317,696 | 326,648 |
| **Donald W. Gardner Advertising** | 315,000 | 300,000 |
| **Semel/Kaye & Co.** | 315,000 | 180,000 |
| **Ad/Image Advertising** | 314,899 | —— |
| **MSA Advertising** | 313,200 | 272,000 |
| **Omaha Creative Group** | 312,525 | 415,050 |
| **J.D. Mathis & Co.** | 312,000 | 123,750 |
| **Goff Communications** | 311,592 | 277,156 |
| **Brewster Advertising** | 310,000 | 261,000 |
| **Shipley Associates** | 308,000 | 277,200 |
| **Fricke 3 Inc.** | 307,005 | 346,205 |
| **Elbert Advertising** | 306,803 | 399,755 |
| **Hinton & Steel** | 304,121 | 296,527 |
| **William F. Arens & Associates** | 300,000 | 300,000 |
| **Bolster & Kings** | 300,000 | 300,000 |
| **Haley & Ruckle Advertising** | 300,000 | —— |
| **Marstrat Inc.** | 300,000 | 270,000 |
| **Yardis Advertising Co.** | 300,000 | 200,000 |
| **White Good & Co.** | 298,009 | 199,273 |
| **Asher Agency** | 296,285 | 245,860 |
| **Kelly Adams Advertising** | 293,333 | 196,550 |
| **Mills Communication** | 290,000 | 292,000 |
| **Fasone-Garrett Advertising** | 289,776 | 249,522 |
| **Goble & Associates** | 287,038 | —— |
| **Sydney Schreiber Inc.** | 285,082 | 274,663 |
| **Powell & Jones** | 285,000 | 195,000 |
| **The Iverson Norman Associates** | 278,527 | 264,879 |
| **Wank, Williams & Neylan** | 277,596 | 321,718 |
| **S.M. Sachs & Associates** | 275,000 | 260,000 |
| **Morrow Lewis & Kelley** | 273,512 | 170,285 |
| **Junger-Wellman & Co.** | 273,000 | 205,000 |
| **Blumenthal/Herman Advertising** | 272,577 | 243,503 |
| **The Com/Tech Group** | 270,963 | 282,624 |
| **Hawaiian Tropic Advertising** | 270,000 | 195,000 |
| **Maurice Paulsen Advertising** | 265,701 | 213,568 |
| **Allan Frank & Associates** | 263,114 | 279,909 |
| **Image Advertising** | 258,000 | 215,000 |
| **Total Communications/Advertising** | 256,828 | —— |
| **Pierce & Strain Advertising** | 255,000 | 195,000 |
| **Eidel Marketing Communications Corp.** | 250,316 | 365,750 |
| **Bernard & Co.** | 249,390 | 223,890 |
| **Davis/Muender/Ostir** | 246,865 | —— |
| **Burdette Advertising** | 244,490 | 300,224 |
| **The Eddy-Rucker-Nickels Co.** | 243,453 | 182,069 |
| **Advertising & Art Council** | 242,000 | 212,000 |
| **Gonsor & Wilson Communications** | 237,000 | 196,000 |
| **Nord Advertising Associates** | 233,135 | 197,400 |
| **Advertising Impact** | 230,000 | 194,375 |
| **Anderson Direct Response** | 226,500 | 194,600 |
| **Martin A. Lave Marketing** | 226,402 | 168,177 |
| **Black & Musen** | 223,000 | 220,000 |
| **Sullivan Communications** | 218,526 | —— |
| **Drummond Advertising** | 209,700 | —— |
| **Nucifora & Associates** | 203,000 | 124,027 |
| **New England Advertising Associates** | 202,000 | 170,000 |
| **Melgar Nordlinger** | 200,000 | —— |
| **J. Ronald Gaffe Inc.** | 199,667 | 201,116 |
| **Albright & Price** | 199,120 | 183,853 |
| **Adams & Longino Advertising** | 198,842 | 107,550 |
| **Bates & Fawcett** | 195,331 | 180,159 |
| **Benefield, Levinger & Associates** | 193,579 | 192,578 |
| **Jack Mathis Advertising** | 191,774 | 175,226 |
| **Admark Advertising Marketing Services** | 186,319 | 169,878 |
| **Advertising Management** | 186,281 | 141,188 |
| **Crawford & Associates** | 180,000 | 119,250 |
| **CTS Associates** | 179,931 | 97,260 |
| **Jerome H. Schmelzer & Associates** | 177,999 | 202,000 |
| **The Northeast Advertising Group** | 177,823 | 122,932 |
| **Mills Advertising** | 175,000 | 150,000 |
| **Brown Advertising** | 173,900 | 158,605 |
| **TRIAD (Terry Robie Industrial Advertising)** | 171,860 | 125,000 |
| **Amsterdam Advertising** | 167,730 | 131,684 |
| **High Plains Advertising** | 160,043 | 189,945 |
| **Everett, Brandt & Bernauer** | 157,000 | 182,000 |
| **Sunrise Corp.** | 152,250 | 122,298 |
| **Johnston Advertising** | 152,000 | 163,000 |
| **Peter Forstenzer Inc.** | 150,000 | 110,000 |
| **Kelso Advertising** | 148,000 | 127,043 |
| **SB&W Associates** | 142,736 | 127,043 |
| **Stockinger, Blair & Scott Advertising** | 137,500 | 160,000 |
| **Corbett Advertising** | 137,500 | 160,000 |
| **Henry Nachman Associates** | 135,600 | 126,500 |
| **Dunshee & Co.** | 135,000 | 135,000 |
| **Moske & Associates Advertising** | 131,901 | 88,171 |
| **Sorensen/Evans Advertising** | 130,350 | 17,060 |
| **Faber Sherbey Advertising** | 126,706 | 111,353 |
| **Marbro Advertising** | 120,724 | 118,689 |
| **Dini Advertising** | 120,217 | 166,797 |
| **Ross Cummings & Co.** | 115,000 | 308,000 |
| **Fillman Advertising** | 114,378 | 122,360 |
| **Elgee Co.** | 114,200 | 77,000 |
| **Ink Well Advertising** | 114,033 | 122,677 |
| **Dodson, Craddock & Born Advertising** | 111,082 | 117,285 |
| **Didday & Branch** | 105,000 | 90,000 |
| **Fraser Advertising** | 103,800 | 77,000 |
| **James O. Jones Advertising** | 101,500 | —— |
| **Norman R. Anderson & Associates** | 98,760 | —— |
| **Walters & Co.** | 94,317 | 102,790 |
| **John L. Moorhead Advertising** | 80,960 | 44,809 |
| **Cross Keys Advertising** | 80,085 | 49,571 |
| **R.C. Schade & Associates** | 80,000 | 93,000 |
| **Belfaire Products** | 75,000 | —— |
| **Raymond I. Lang Advertising** | 73,400 | —— |
| **Walter P. Luedke & Associates** | 56,250 | 63,750 |
| **Schafer Advertising** | 56,250 | 63,750 |
| **Impressive Advertising** | 54,797 | 54,586 |
| **Lundmark Advertising & Design** | 50,000 | 38,000 |
| **Advertising Associates** | 48,000 | 52,500 |
| **Artim Advertising** | 44,136 | 14,090 |
| **Bedell Inc.** | 42,065 | 28,232 |
| **Scott & Scott Advertising** | 40,000 | 40,000 |
| **McAndrew Advertising Co.** | 39,000 | 36,750 |
| **Butwin & Associates Advertising** | 36,000 | —— |
| **Robert Snyder Advertising** | 29,700 | 26,300 |
| **MultiService Corp.** | 25,000 | —— |
| **Assistance in Marketing** | 12,000 | —— |

# Gross income over $15,000,000

The agency is a member of the Interpublic Group of Cos., whose other units include McCann-Erickson Worldwide, SSC&B:Lintas Worldwide and Marschalk Campbell-Ewald Worldwide.

Dailey's 1983 U.S. and international volumes were not broken out.

In 1983, the agency gained Gulf & Western's Sega Enterprises and Valley National Bank.

It lost television station KNXT-TV, TraveLodge motel chain, Northern California Honda Dealers and Taco Bell (Bay Area and Sacramento fast-food stores).

The agency has 301 employes; a year ago it had 316. Top execs: Peter H. Dailey, chairman; Phillip Joanou, ceo; Clifford Einstein, president; Eugene Stokes, vice-chairman (San Francisco office).

Phone: (213) 386-7823.

## Dancer Fitzgerald Sample

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $ 94,050,000 | $86,400,000 |
| International | 10,950,000 | 9,950,000 |
| Total | $105,000,000 | $96,350,000 |

Dancer Fitzgerald Sample, New York, reported gross income of $105,000,000 in 1983 on billings of $726,095,000. In 1982, it reported gross income of $96,350,000 on billings of $666,045,000.

The agency's 1983 U.S. volume was $627,000,000, compared with $576,000,000 in 1982. The agency's overseas volume was $99,095,000 in 1983 and $90,045,000 in 1982.

Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

- DFS/Wegener Agricultural Group
- DFS Direct, Program Syndication Services
- DFS Program Exchange
- DFS/Corporate Advertising Group

In 1983, the agency gained Royal Crown Cola, billing $20 million, INVEST, American Automobile Assn., Lark Luggage, Beneficial Management Corp., Robot Coupe food processors, Helene Curtis (new products), Mexican Government Tourism, Simplicity Pattern Co., Procter & Gamble's Brigade toilet bowl cleaner and Oxydol Canada, Nabisco's new Almost Home cookies, Continental Insurance Group, Dial One International, Ashton-Tate, radio station KIQQ-AM, Better Book Inc., Jantzen swimwear, Ryder Truck-Lines & Pacific Intermountain Express, Grid Systems (computers), Hyperion (computers), Idaho First National Bank, Amadahl and Petro Lewis Corp.

It lost Duracell batteries, billing over $15 million; 3M Co.'s Buf Puf, P&G's White Cloud bathroom tissue; L'erin cosmetics; Almaden Vineyards and TeleVideo Systems.

Overseas, the agency gained over 100 accounts, including Cuba I credit cards-Argentina; Toyota Australian Motors; Elizabeth Arden-Austria; Jacqmotte Cafe-Belgium; Smith Kline's Ben Gay ointment-Brazil; Xerox-Columbia; Seko Partitions-Denmark; Nestle-Finland; Krys Opticals-France; Feber Castell writing instruments-Germany; Indola/EMI-Holland; Assn. Fonographic and Wendy's-Italy; Wendy's-Japan; Cartier International-Puerto Rico; Seiko watches-Spain; Swedish Match-Sweden; Shell marine lubricants-United Kingdom, and Xerox-Venezuela. It lost over 25 accounts abroad, including Parker pens-Austria; British Airways-Finland; ITT Business Systems-Holland; Commercial Union Insurance-New Zealand, and Kodak and Wilkinson Sword-Spain.

Billings breakdown: Newspapers 3%, magazines 15%, radio 4%, network tv 40%, spot tv 33%, cable tv 2%, outdoor 3%.

The agency has 3,175 employes in 53 offices, including 1,332 in five U.S. offices; a year ago it had 2,764 employes in 47 offices, including 1,274 in five U.S. offices.

Top execs: Stuart Upson, chairman-ceo; Peter McSpadden, president-chief operating officer; William Vickery, vice-chairman, chairman, DFS International; Robert Kennedy, vice chairman-chief financial officer, vice chairman, DFS International; Gary Susnjara, president, DFS/NY; O. Burtch Drake, president, DFS/San Francisco; Norman Lauchner, president, DFS/Southern California.

Phone: (212) 661-0800.

## D'Arcy MacManus Masius Worldwide

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $ 91,551,000 | $ 79,084,000 |
| International | 89,579,000 | 88,245,000 |
| Total | $181,130,000 | $167,329,000 |

D'Arcy MacManus Masius Worldwide, New York, reported gross income of $181,130,000 in 1983 on billings of $1,210,489,000. In 1982, it reported gross income of $167,329,000 on billings of $1,113,467,000.

The agency's U.S. volume was $610,340,000 in 1983 and $527,226,000 in 1982. These figures were not broken down by the agency. Its overseas volume was $600,149,000 in 1983 and $586,241,000 in 1982.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries: Poppe Tyson, DMM Latinoamericana and Intergroup Marketing & Promotions.

In 1983, the agency gained Beatrice Foods' Buckingham Corp., billing $6,000,000, as well as County Line cheese, Equitable Life Assurance Society, billing $12,000,000, Edison Electric Institute, J.C. Penney Co., BRK Electronics, Chicago Board of Options, Fairfield Communications, Magazine Publishers Assn., Microdata, Lindsay International, and Mars broker division.

It lost Heublein, billing $5,000,000, S.B. Thomas Inc., billing $8,000,000, and Red Lobster Inns, whose '84 budget at Backer & Spielvogel is estimated at $40 million.

Overseas, the agency gained nearly two dozen new clients, including Australian Dairy Corp., Lion Breweries (New Zealand) and British Leyland, Ragold, British Telecom, High Life and Cullinet software (Europe). It lost Colgate-Palmolive, Eurocard and Wilkinson Sword.

Billings breakdown: Newspapers 10%, magazines 14%, radio 13%, network tv 31%, spot tv 30%, other 2%.

The agency has 3,626 employes in 56 offices, including 1,540 in 14 U.S. offices. A year ago it had 3,504 employes in 58 offices, including 1,391 in 16 U.S. offices.

Top execs: H.G. Bay Jr., chairman-ceo; D.A. Lee, vice-chairman.

Phone: (212) 850-7300.

## Della Femina, Travisano & Partners

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $30,750,000 | $25,800,000 |
| Total | $30,750,000 | $25,800,000 |

Della Femina, Travisano & Partners, New York, reported gross income of $30,750,000 in 1983 on billings of $205,000,000. In 1982, it reported gross income of $25,800,000 on billings of $173,000,000.

The agency's 1983 volume consisted of $164,000,000 in media, $19,600,000 in materials and services and $21,400,000 in capitalized fees. Its 1982 volume consisted of $138,300,000 in media, $16,500,000 in materials and services and $18,200,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Sherwood & Schneider
- Della Femina, Travisano & Sherman

In 1983, the agency and/or subsidiaries gained WCBS-TV, USA Cable Network, WBZ-Boston, KDKA-TV-Pittsburgh, WCAU-TV-Philadelphia, WDIV-Detroit, Cointreau America, billing $3 million; and Transamerica Corp., billing $15,000,000.

Della Femina lost American Automobile Assn. and it resigned WABC-TV, New York.

Billings breakdown: Newspapers 13%, magazines 10%, radio 12%, network tv 22%, spot tv 38%, cable tv 1%, outdoor 1%, business papers 1%, farm publications 1%, transit advertising 1%.

The agency has 363 employes in three offices; a year ago it had 346 employes in three offices.

Top execs: Jerry Della Femina, chairman; Ronald Travisano, vice-chairman, and James Travis, president.

Phone (212) 421-7180.

## W.B. Doner & Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $24,750,000 | $21,600,000 |
| Total | $24,750,000 | $21,600,000 |

W.B. Doner & Co., Baltimore, Md., and Southfield, Mich., reported gross income of $24,750,000 in 1983 on billings of $165,000,000. In 1982, it reported gross income of $21,600,000 on billings of $144,000,000.

The agency's 1983 volume consisted of $113,500,000 in media, $25,300,000 in materials and services and $26,200,000 in capitalized fees. Its 1982 volume consisted of $97,000,000 in media, $21,500,000 in materials and services and $25,500,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of two other units:

- W.B. Doner (Canada) Ltd.
- Kelling-Murley automotive division formed in November.

In 1983, the agency gained Art Van Furniture showrooms, Blue Bell Inc., Carowinds Amusement Park, Electronic Realty Associates, W.R. Grace Co.'s home center division, G. Heilman Brewing's Lone Star Brewery, Precision Tune, Scherer-Thompson Labs, Seequa Computer Corp., Michigan's Bureau of State Lottery and U.S. Shoe Corp.'s Front Row stores.

It lost Foley's Department Store, Hanover Shoe Corp. and San Giorgio Skinner.

Billings breakdown: Newspapers 8%, magazines 5%, radio 17%, network tv 6%, spot tv 61%, cable tv 1%, outdoor 1%, transit 1%.

The agency has 395 employes in six offices, including 385 in five U.S. offices. A year ago it had 385 employes in six offices, including 370 in five U.S. offices.

Top execs: W.B. Doner, chairman, executive committee; H.D. Fried, chairman; Michael Shapira, James Dale, William Hooper, exec vps.

Phone: Baltimore (301) 338-1600; Southfield, Mich. (313) 354-9700.

## Doremus & Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $24,058,446 | $20,355,989 |
| Total | $24,058,446 | $20,355,989 |

Doremus & Co., New York, a subsidiary of BBDO International, reported gross income of $24,058,446 in 1983 on billings of $158,356,625. In 1982, it reported gross income of $20,355,989 on billings of $135,774,447.

The agency's 1983 volume consisted of $106,445,883 in media and materials and services and $51,910,742 in capitalized fees. Its 1982 volume consisted of $86,572,592 in media and materials and services and $49,201,855 in capitalized fees.

In 1983, the agency gained Barclays International, Bateman Eichler, Hill Richard Inc., A.G. Becker Paribas, Bankers Trust, Beauticontrol, Boettcher & Co., Thomas Cook Inc., First Chicago, Glendale Federal S&L and National Life of Vermont, Nomura Securities International, North American Van Lines (household goods division), Pfizer's Phipharmecs division, UnionBank of Switzerland and Vinyl Institute. It resigned Alexander Grant & Co. and lost Ontario Hydro and Reed Stenhouse.

Billings breakdown: Newspapers 49%, magazines 12%, radio 4%, spot tv 4%, outdoor 2%, business papers 25%, transit advertising 2%, direct mail 1%, other 1%.

The agency has 350 employes in eight offices; a year ago it had 322 employes.

Top execs: Franklin E. Schaffer, chairman; G. Barry McMennamin, president; Francis J. Malley, William P. Palmer, Curtis R. Troeger, Wesley E. Truesdell, exec vps; Donald A. Dery, George A. Preston, Alan R. Quinby, Walter F. Guarino and Stephen Roth, senior vps; James McNulty, treasurer-chief financial officer.

Phone: (212) 964-0700.

## Doyle Dane Bernbach International

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $146,000,000 | $138,000,000 |
| International | 53,000,000 | 47,000,000 |
| Total | $199,000,000 | $185,000,000 |

Doyle Dane Bernbach International, New York, reported gross income of $199,000,000 in 1983 on billings of $1,321,000,000. In 1982, it reported gross income of $185,000,000 on billings of $1,239,000,000. Its net income was $8,000,000 in 1983 and $8,000,000 in 1982.

The agency's 1983 U.S. volume of $970,000,000 consisted of $697,000,000 in media, $131,000,000 in materials and services and $142,000,000 in capitalized fees. Its 1982 U.S. volume of $936,000,000 consisted of $675,000,000 in media, $126,000,000 in materials and services and $135,000,000 in capitalized fees.

The agency's 1983 overseas volume of $351,000,000 consisted of $188,000,000 in media, $23,000,000 in materials and services and $140,000,000 in capitalized fees. Its 1982 foreign volume of $303,000,000 consisted of $178,000,000 in media, $19,000,000 in materials and services and $106,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Milici/Valenti Advertising
- Cargill Wilson & Acree
- DDB Group Two
- Fletcher/Mayo Associates
- Bernard Hodes Advertising
- Rapp & Collins
- Barickman Advertising
- Kallir, Philips, Ross
- ECOM
- Director's Studio

In 1983, the agency gained Michelin Tire Corp., billing $15,000,000, from Al Paul Lefton Co.; Philip Morris USA's Parliament cigarets, billing $8,000,000, from Leo Burnett Co.; Smiles Inc., Greater New York Blood Program, Investment Co. Institute, Paul Masson Vineyards, Tropicana Resort & Casino, Adventist Health Systems/U.S., Coast S&L, Western Airlines, Instant Car Centers, The Tree People, Jeppesen Sanderson, Michigan National Bank-North Metro, University Cultural Center, Ziebart Rustproofing, Comshare Inc., Leaseametric, Intersil, Memorex Corp., Victoria Station (San Francisco), and the San Diego, Mountain West, Greater Bay Area, Southern California, Sacramento/Stockon, Hartford/New Haven and New York Metro Porsche-Audi Dealers Assns.

It lost Bulova Watch Co., billing $3,000,000; Shasta Beverages' C&C Cola, billing $1,500,000; Textron Inc.'s Sheaffer Eaton division, billing $2,000,000; American Cyanamid, Lehman Brothers Kuhn Loeb, Continental Insurance Co., Sambo's Restaurants, CBS Entertainment, Automed Insurance Services, Private Industry Council of the City of Los Angeles, *Denver Post*, KMGH-TV, Microsoft Corp., and the Oakland Invaders.

Overseas, the agency gained over 100 accounts, including Ciba-Geigy-Australia, Atari-Austria, Computer Valley-Belgium, Amstel Brewery-Canada, Microsoft and Seagram-France, Dow Chemical-Hong Kong, Beiersdorf-Italy, NOVI-Netherlands, Pond's-Spain, SCAN-Sweden, Siemens-Switzerland and Lufthansa German Airlines and Planters-U.K. It lost over 60 overseas accounts, including Carrier Air Conditioning-Australia, Gervais Danone-France, Nicholas Labs-Belgium, IBM-Canada, Chanel and Black & Decker-France, Gruner & Jahr-Germany, Colour TV Rentals-Hong Kong, Chanel-Italy, Lyons Tetley-Netherlands, Formica-Spain, Investia-Sweden, Schiesser AG-Switzerland and Beecham-U.K..

Billings breakdown: Newspapers 8%, magazines 19%, supplements 1%, radio 2%, network tv 40%, spot tv 18%, cable tv 2%, outdoor 0.8%, business papers 4%, transit advertising 0.2%, point of sale 1%, direct mail 3%, other 1%.

The agency has 3,365 employes in 42 offices, including 2,200 in 17 U.S. offices. A year ago it had 2,986 employes in 36 offices, including 1,975 in 15 U.S. offices. Top execs: Joseph R. Daly, chairman; Neil R. Austrian, president-ceo; Robert Levenson, vice-chairman; Robert G. Pfundstein, exec vp-chief financial officer; Roy Grace, chairman-executive creative director, DDB-U.S., and Barry E. Loughrane, president-ceo, DDB-U.S.

Phone: (212) 826-2000.

## William Esty Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $84,750,000 | $82,500,000 |
| Total | $84,750,000 | $82,500,000 |

William Esty Co., New York, the largest autonomous operating subsidiary of Ted Bates & Co., reported gross income of $84,750,000 in 1983 on billings of $565,000,000. In 1982, it reported gross income of $82,500,000 on billings of $550,000,000.

Esty's 1983 volume consisted of $514,000,000 in media and $51,000,000 in materials and services. Its 1982 volume consisted of $502,000,000 in media and $48,000,000 in materials and services.

In 1983, the agency gained Chesebrough-Pond's Prince Matchabelli, Beret, Cachet, Chimere and Wind Song fragrances, billing $5,000,000, Master Card International's Master Teller and Seagram's Chateau & Estates Wine Co. (Miguel Torres wines). It lost Colgate-Palmolive's Irish Spring deodorant soap and Ajax cleaner and Nabisco Brands' Chips Ahoy cookies and Snack Cracker line.

Billings breakdown: Newspapers 14%, magazines 12%, supplements 4%, radio 5%, network tv 38%, spot tv 17%, outdoor 9%, other 1%.

The agency has 636 employes in two offices; the same as a year ago.

Top execs: Robert B. Betts, chairman-ceo; John H. Peace, chairman-executive committee.

Phone: (212) 697-1600.

## Foote, Cone & Belding

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $158,913,000 | $129,152,000 |
| International | 49,500,000 | 51,249,000 |
| Total | $208,413,000 | $180,401,000 |

Foote, Cone & Belding, Chicago, reported gross income of $208,413,000 in 1983 on billings of $1,405,644,000. In 1982, it reported gross income of $180,401,000 on billings of $1,211,359,000.

The agency's U.S. volume was $1,075,479,000 in 1983 and $869,531,000 in 1982. The agency did not break out its volume for either year.

The agency's overseas volume was $330,165,000 in 1983 and $341,828,000 in 1982.

# Gross income over $15,000,000

Included in the agency's billings are those of the following U.S. subsidiaries:

- Wahlstrom & Co.
- Lewis, Gilman & Kynett
- Albert Frank-Guenther Law
- Deutsch, Shea & Evans
- Carl Byoir Associates (public relations)

Last September, FCB merged with NCK Organization. With that deal having been struck, the principals of Altschiller, Reitzfeld, Solin, New York negotiated the return of full control of their agency from NCK.

In 1983, the agency gained Kimberly-Clark, Stokely-Van Camp, Orion Pictures, American Can, Arrow Electronics, CBN (cable network), Colgate-Palmolive, Data General, Epson America, Italian Swiss Colony wines and VisiCorp.

The agency lost Embassy Pictures, Ramada Hotel Group, Cinzano vermouth and Fotomat.

Overseas, the agency gained over 20 accounts internationally, including Bundesgartenschan Berlin 1985-Germany; California Raisin Advisory Board-United Kingdom; Cementa-Sweden; Cinzano-England, Belgium; Colgate-Italy, Mexico; Control Data-England, France and Germany; Smith, Kline & French-France; Grundig-Italy; Milton Bradley-Australia; Pearle Vision-Mexico.

It lost 11 accounts, including British Airways-Hong Kong; Citroen-Holland; Gilbey's-Canada; W.H. Smith Do-It-All-United Kingdom.

Billings breakdown: Newspapers 16%, magazines 18%, radio 6%, network tv 38%, spot tv 19%, outdoor 3%.

The agency has 4,468 employes in 45 offices, including in 2,681 in nine U.S. offices. A year ago it had 3,888 employes in 37 offices, including 2,216 in nine U.S. offices.

Top execs: John E. O'Toole, chairman; Norman W. Brown, president-ceo; Willard W. Wirth Jr., Allen Wilson Jr., exec vps; Edward Roncarelli, president, multi-national business group; Antonio Beja, president, FCB/Latin America, Pacific and South Africa; William Kiely, chairman, FCB/Europe and Middle East; Emine Messiqua, president, FCB/Europe; Jack M. Young, president, FCB/East; David Ofner, president, FCB/Midwest, Thomas F. Randolph, president, FCB/West.

Phone: (312) 467-9200.

## Geers Gross Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $23,100,000 | $22,000,000 |
| International | 13,900,000 | 12,500,000 |
| Total | $37,000,000 | $34,500,000 |

Geers Gross Advertising, New York, reported gross income of $37,000,000 in 1983 on billings of $250,000,000. In 1982, it reported gross income of $34,500,000 on billings of $233,000,000.

The agency's 1983 U.S. volume of $165,000,000 consisted of $138,000,000 in media, $16,600,000 in materials and services and $10,400,000 in capitalized fees. Its 1982 U.S. volume of $150,000,000 consisted of $119,200,000 in media, $14,800,000 in materials and services and $16,000,000 in capitalized fees.

The agency's 1983 overseas volume of $85,000,000 consisted of $70,400,000 in media, $9,000,000 in materials and services and $5,600,000 in capitalized fees. Its 1982 foreign volume of $83,000,000 consisted of $66,000,000 in media, $7,900,000 in materials and services and $9,100,000 in capitalized fees.

In 1983, the agency gained Lea & Perrins Steak Sauce and Worcestershire Sauce, Marie's Salad Dressings, Hebrew National, Spice Island Spices, Neutrogena. It lost Purolator Courier.

Overseas, the agency gained British Telecom. It lost British Petroleum.

Billings breakdown: Newspapers 30%, magazines 9%, supplements 5%, radio 5%, network tv 16%, spot tv 29%, outdoor 4%, business papers 2%.

The agency has 335 employes in three offices, including 200 in one U.S. office.

A year ago it had 290 employes in three offices, including 193 in its U.S. office.

Top execs: Robert Gross, chairman; Donald Kurtz, Dick Tarlow, deputy chairmen.

Phone: (212) 916-8000.

## Grey Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $125,000,000 | $109,000,000 |
| International | 58,492,000 | 39,100,000 |
| Total* | $183,492,000 | $148,100,000 |

*See explanatory paragraph below concerning Grey Dusseldorf's changed fiscal year.

Grey Advertising, New York, is estimated to have reported gross income of $183,492,000 in 1983 on estimated billings of $1,224,000,000. In 1982, its gross income was estimated at $148,100,000 on estimated billings of $987,700,000.

The agency's 1983 U.S. volume of $839,500,000 consisted of $763,400,000 in media and $76,100,000 in capitalized fees. Its 1982 U.S. volume of $727,000,000 consisted of $674,300,000 in media and $52,700,000 in capitalized fees. Its overseas volume was estimated at $384,500,000 in 1983 and $260,700,000 in 1982. The agency was accorded a one-time credit of $7,100,000 to overseas gross income and $46,750,000 to overseas volume for 1983.

Grey explained that its public figures for 1983 contained only seven months of the operations of Grey Dusseldorf, a subsidiary whose fiscal year start date was changed from March 1 to Oct. 1 during 1983, resulting in published figures reflecting only seven months of the Dusseldorf unit's operations.

Included in its figures are the billings and gross income of U.S. subsidiaries:

- Grey Lyon & King
- Grey Direct
- Grey Medical
- Entertainment & Leisure Division
- Beaumont-Bennett
- Rada Recruitment
- Grey & Davis
- Chislovsky/Furhman Partners Ltd.

In 1983, the agency gained Inter-Continental Hotels, Arby's, Jeno's, Clairol (Clairesse), Upjohn (Nuprin), Shoprite (Wakefern Food Corp.), 3M (Consumer and Professional Tapes, Buf-Puf Personal Care Products), Questor Juvenile Furniture, National Traffic Safety Administration's seat belt program, Timex clocks (additional accounts), Block Drug (Dentu-Creme, Dentu-Gel), Church's, American Medical International, Kern Foods Inc. (jellies and jams), TeleVideo Systems, Coco's coffee house restaurants, Oak Tree Season (Santa Anita Racing), Kroy retail copy centers, Springfield Marine Bank, Wickes Lumber, Ameritone Paint Corp., Regina Co., Computer Depot, Webb Co. paper products division, First Federal S&L of LaCrosse, Wis.

It lost Shearson/American Express, Sentry Insurance, ComputerLand, Scandia Down, Champion Valley Farms, B. Dalton.

Overseas, the agency gained nearly 40 accounts, including Bausch & Lomb-Japan; BF Goodrich, Block Drug-Canada; Bristol-Myers-Belgium and United Kingdom; General Electric, Rank Appliances-Australia; General Mills, Izod-Canada; Hewlett Packard-Switzerland; Procter & Gamble-Sweden; Remington-New Zealand; STP-Spain; Van Heusen-Chile; Warner Bros.-Italy and Sweden.

The agency lost ComputerLand, Nashua Australia and Thorn EMI-Australia; Browning-Belgium; Dictograph, Superhermit-France; Krups, Spanish Tourist Board-Germany; Averna-Netherlands; Stafford Group-New Zealand; Pennzoil-Norway; Remington-South Africa; Averna-Spain.

Billings breakdown: Newspapers 7%, magazines 17%, radio 4%, network tv 50%, spot tv 19%, cable tv 2%, outdoor 1.

The agency has 3,908 employes in 62 offices, including 2,026 employes in seven U.S. offices. A year ago the agency had 3,789 employes in 55 offices, including 1,878 in six U.S. offices.

Top execs: Edward H. Meyer, chairman-president; Robert L. Berenson, Alan B. Fendrick, Barbara Feigin, Richard Karp, Richard Kiernan, Alec Gerster, exec vps; Stephen A. Novick, senior vp.

Phone: (212) 546-2000.

## Agency Q&A

# Q: Will more agencies go public this year?

**Answer:** I don't believe our going public late last year has caused a rush of phone calls by ad agencies to the investment banking community. However, it would seem reasonable to expect that a few agencies may seriously investigate the possibility in 1984.

Going public is complicated and timing is crucial. There are many factors that determine whether an agency should go public and for the following reasons I feel very few, if any, will make it a reality this year.

Gargano

1. Emerging from the worst recession period since the decade of the Great Depression, many agencies are confronting difficult times. Having a consistent growth and earnings record is essential and that aspect alone could be the main obstacle for many agencies.

2. The new issue market has been sporadic. If the new issue market is depressed, regardless of an agency's past performance, it isn't likely to go public unless the market turns around. And the market, currently, is performing poorly.

3. Agency size and diversity of clients also are key. An agency must be large enough to attract investors or, if its revenues are too small (regardless of impressive growth on a smaller base), it will not generate institutional and retail attention.

4. Can the agency management demonstrate its ability to potential investors that its future is still ahead and not behind it? Another key factor.

In summary, if you eliminate the number of agencies and their subsidiaries that are currently public, eliminate those agencies that are too small, eliminate those agencies that haven't performed well financially, and eliminate the management of agencies that don't wish to answer to a broad constituency of shareholders, it would appear to me that the number of agencies that remain as possibilities to go public has got to be very, very few, and I doubt if any agency will do it this year.

**Amil Gargano**
President, Ally & Gargano
New York

## HBM/Creamer

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $43,500,000 | $39,780,000* |
| Total | $43,500,000 | $39,780,000 |

*Combined 1982 gross income: HBM, $12,007,000; Creamer, $27,773,000.

HBM/Creamer Inc., New York, formed late last year through the merger between Humphrey Browning MacDougall and Creamer Inc., reported gross income of $43,500,000 in 1983 on billings of $290,012,000. In 1982, HBM reported gross income of $12,007,000 on billings of $80,086,000, while Creamer reported 1982 gross income of $27,773,000 on billings of $185,000,000.

The agency's 1983 volume consisted of $230,080,000 in media, $37,165,000 in materials and services and $22,767,000 in capitalized fees. In 1982, Creamer's volume included $149,000,000 in media, $20,000,000 in materials and services and $16,000,000 in capitalized fees. HBM's 1982 capitalized volume included $76,586,000 in media and $3,500,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

- HBM/Stiefel
- HBM/MacDonald.

In 1983, the agency gained Kis, Sheraton International, Computer Science Corp., Endicott Johnson, PPG Industries, Everco Industries, Excello Mfg., Colombo, Cullinet, Gloria Stevens, Star Markets, Hood Sailmakers, Tom's of Maine, Kurzweil Music Systems.

It lost Progresso, Binney & Smith, Modine, Bleyle, Jordan Marsh, National Assn. of Recording Merchandisers and Colibri.

Billings breakdown: Newspapers 9%, magazines 26%, supplements 1%, radio 6%, network tv 21%, spot tv 32%, cable tv 1%, outdoor 1%, business papers 2%, other 1%.

The agency has 700 employes in seven offices; a year ago Creamer had 550 employes in six offices and HBM had 226 in two offices.

Top execs: Donald E. Creamer, chairman-ceo; Harold L. Strauss, vice-chairman; Edward Eskandarian, president-chief operating officer; Peter Evans, Herbert Burger, William Sprague, exec vps.

Phone: (212) 887-8000.

## Hill, Holliday, Connors, Cosmopulos

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $14,599,300 | $10,908,200 |
| International | 2,650,700 | 1,318,000 |
| Total | $17,250,000 | $12,226,200 |

Hill, Holliday, Connors, Cosmopulos, Boston, reported gross income of $17,250,000 in 1983 on billings of $115,000,000. In 1982, it reported gross income of $12,226,200 on billings of $92,591,500.

The agency's 1983 U.S. volume of $101,406,100 consisted of $38,691,900 in media, $10,145,600 in materials and services and $52,568,600 in capitalized fees. Its 1982 U.S. volume of $83,801,800 consisted of $26,395,900 in media, $8,604,800 in materials and services and $48,801,100 in capitalized fees.

Its 1983 overseas volume of $13,593,900 consisted of $4,290,600 in media, $1,058,900 in materials and services and $8,244,400 in capitalized fees. Its 1982 foreign volume of $8,789,700 consisted of $4,333,700 in media, $1,420,500 in materials and services and $3,035,500 in capitalized fees.

In 1983, the agency gained Filene's, Lotus Development Corp., Irish Tourist Board, Aer Lingus, Jordan Marsh, Ocean Spray Cranberries, Cluett Peabody's Youthwear division, Nashua Corp.'s computer products division, Boscom, Applicon Jubilee Publications, Harris Corp. and Polaroid. It lost Boston Gas and S.T. Dupont and resigned Filene's. Overseas, it gained LPP Centaur, GO Software, Sinclair, Language Institute, Lotus Development, Commerzbank, McCormack & Dodge, Sheraton, Rhode Island Development Authority, Telesystems and Baronsmead. It lost no overseas accounts.

Billings breakdown: Newspapers 20%, magazines 19%, radio 9%, network tv 11%, spot tv 24%, outdoor 2%, business papers 5%, other 10%.

The agency has 306 employes in seven offices, including 254 in three U.S. offices. A year ago it had 205 employes in five offices, including 185 in one U.S. office.

Top execs: John M. Connors Jr., president; George J. Hill III, chairman; Walter M. Pyle, Jack Sansolo, Dick Pantano, Tony Winch, exec vps.

Phone: (617) 437-1600.

## Jordan, Case & McGrath

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $21,000,000 | $18,600,000 |
| Total | $21,000,000 | $18,600,000 |

Jordan, Case & McGrath, New York, reported gross income of $21,000,000 in 1983 on billings of $147,800,000. In 1982, it reported gross income of $18,600,000 on billings of $123,200,000.

The agency's 1983 volume consisted of $115,000,000 in media, $4,100,000 in materials and services and $28,700,000 in capitalized fees. Its 1982 volume consisted of $96,000,000 in media, $3,200,000 in materials and services and $24,000,000 in capitalized fees. In 1983, the agency gained Progresso Foods (soups, sauces, bread crumbs), billing $4 million, from Creamer Inc.; Block Drug's Nytol and Dentrol, billing $2,500,000 combined, from Grey Advertising; Selchow & Righter's Trivial Pursuit, Nestle's Crunch bar and Wispride cheese, Richardson-Vicks (Saxon lotion), and A. H. Robins' Sergeant's flea and tick products.

It lost E.R. Squibb & Sons' Theragran vitamins, billing an estimated $10 million, to Ogilvy & Mather.

Billings breakdown: Newspapers 1%, magazines 17%, supplements 2%, radio 11%, network tv 38%, spot tv 27%, cable tv 2%, outdoor 1%, business papers 1%. The agency has 170 employes in one office, the same as a year ago.

Top execs: James J. Jordan, chairman; Patrick J. McGrath, president, and John L. Taylor, exec vp.

Phone: (212) 906-3600.

## Keller-Crescent Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $19,189,000 | $16,841,000 |
| Total | $19,189,000 | $16,841,000 |

Keller-Crescent Co., Evansville, Ind., reported gross income of $19,189,000 in 1983 on billings of $96,124,000. In 1982, it reported gross income of $16,841,000 on billings of $85,669,000.

The agency's 1983 volume consisted of $17,313,000 in media, $33,012,000 in materials and services and $45,799,000 in capitalized fees. Its 1982 U.S. volume consisted of $11,109,000 in media, $27,243,000 in materials and services and $47,317,000 in capitalized fees.

In 1983, the agency gained Black Beauty Resources, Kimco Auto Products, Luber-finer, Master Parts division, Saft Batteries, Illinois Bronze Paint Co., L. Perrigo Co., Arkla Equipment, Wilson-Fiberfil International, Lee Filter division, Caltex Petroleum, El Chico Corp., Highland Park National Bank, Suburban American Co., Tandy Corp./Radio Shack, Kingwood Systems, Wilmes Window Mfg. and Godfather's Pizza (six cities).

It lost American Uniform Co., Blairex Labs, Hill Rom Co., Hollywood Brands, Neapco and Safeguard Engine Parts.

Billings breakdown: Newspapers

# Gross income over $15,000,000

8%, magazines 19%, radio 7%, all tv 21%, outdoor 3%, business papers 7%, collateral 25%, other 10%.

The agency has 585 employes in two offices, the same as a year ago.

Top execs: Alan Graf, chairman; Thomas Smythe, president; Ray Trapp, president (Southwest); Al Samuelson, exec vp-creative director, and Chuck Bua, exec vp-creative director (Southwest).

Phone: (812) 464-2461.

## Kenyon & Eckhardt

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $45,007,000 | $49,540,000 |
| International | 15,450,000 | 15,000,000 |
| Total | $60,457,000 | $64,540,000 |

Kenyon & Eckhardt, New York, acquired last spring by Lorimar, a West Coast entertainment company, reported gross income of $60,457,000 in 1983 on billings of $392,173,796. In 1982, it reported gross income of $64,540,000 on billings of $434,380,108.

The agency's 1983 U.S. volume of $289,173,796 consisted of $204,896,639 in media, $24,702,751 in materials and services and $59,574,406 in capitalized fees. Its 1982 U.S. volume of $334,380,108 consisted of $264,154,793 in media, $29,874,743 in materials and services and $40,350,572 in capitalized fees.

The agency's overseas volume was $103,000,000 in 1983 and $100,000,000 in 1982.

In 1983, the agency gained Holiday Inns, billing $4 million, from Young & Rubicam; Wickes (Snyder Drugs, Howard Bros. Red Owl); Basic 4, and Kawasaki.

It lost Hannaford Bros., Stratton Mountain Corp., Prime Computer, Michigan Panthers, McDonald's (Denver & Houston), Mattel, Colgate-Palmolive and Clairol.

Overseas, the agency gained over three dozen accounts, including General Biscuit-France, Hamilton Beach appliances-U.K., Oberkassel 1-Germany, Air France-Mexico, Veterano brandy and Whitman candies-Puerto Rico, Royal Orchid Hotel-Thailand, Hong Kong Soya bean products-Hong Kong, Glaxo-Malaysia, Siam Rath newspaper-Thailand, Ricoh copiers-Singapore and regional and Gulf Air-Sri Lanka. Its overseas losses included Hawley & Hazel-Hong Kong, Rank Xerox-Singapore, Celyon Tobacco Co. and Ceylon Biscuit Co. and Dusit Than Hotel-Thailand.

Billings breakdown: Newspapers 7%, magazines 24%, radio 7%, network tv 35%, spot tv 23%, cable tv 2%, outdoor 1%, other 1%. The agency has 2,319 employes in 68 offices, including 659 in 21 U.S. offices. A year ago it had 2,676 employes in 77 offices, including 826 in 21 U.S. offices.

Top execs: Leo-Arthur Kelmenson, chairman-ceo; John Balson, president-chief operating officer; Stephen O. Frankfurt, vice-chairman; William Lang, Peter Dimsey, Larry Flink, Murray Smith and Bob Fiore, exec vps.

Phone: (212) 880-2000.

## Ketchum Communications

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $46,799,000 | $43,960,000 |
| International | 8,428,000 | 10,322,000 |
| Total | $55,227,000 | $54,282,000 |

Ketchum Communications, Pittsburgh, reported gross income of $55,227,000 in 1983 on billings of $368,300,000. In 1982, it reported gross income of $54,282,000 on billings of $362,000,000.

The agency's 1983 U.S. volume of $312,100,000 consisted of $213,800,000 in media, $27,700,000 in materials and services and $70,600,000 in capitalized fees. Its 1982 U.S. volume of $293,200,000 consisted of $199,500,000 in media, $25,900,000 in materials and services and $67,800,000 in capitalized fees.

The agency's overseas volume was $56,200,000 in 1983 and $68,800,000 in 1982.

The agency did not break out those figures.

In 1983, the agency gained Mauna Loa Macadamia Nut Corp., Avia athletic footwear, Pizza Hut (Northeast region), Software Guild, Ciba-Geigy, Del Pero Mondon Meat Co., Stuart Anderson's Black Angus Cattle Co., PacTel Communications, Bell Atlantic, *Nation's Business*, Heinz' Superman hot cocoa mix, Catalog Showroom Stores (Houston) and Hanes (new products).

It lost General Consumer Electronics, Clorox, Orchard Supply Hardware, Lindsay olives, Roffler Industries, WCAU-TV, Alcoa (recycling and chemicals), Supercuts hair centers, and Gray DrugFair.

Billings breakdown: Newspapers 10.6%, magazines 17.3%, radio 10.5%, network television 16%, spot television 32.9%, outdoor 0.6%, business papers 12.1%.

The agency has 1,050 employes in 14 offices, including 800 in nine U.S. offices.

A year ago the agency had 1,100 in 15 offices, including 850 in 10 U.S. offices.

Top execs: William H. Genge, chairman; Gerald J. Voros, president; Edward L. Graf, exec vp; Donald G. Sullivan, president, Ketchum Advertising/USA; Joseph M. Coogle Jr., president, Ketchum International; Maryalice Fullmer, president, Ketchum Direct; Paul Alvarez, chairman, Ketchum PR; Herbert D. Gordon, president, Ketchum Yellow Pages.

Phone: (412) 456-3500.

### PORTFOLIO: Agency of the Year candidate

## Burrell Advertising

Burrell Advertising, Chicago, is a consistent winner of awards for its advertising, which is primarily directed to black consumers.

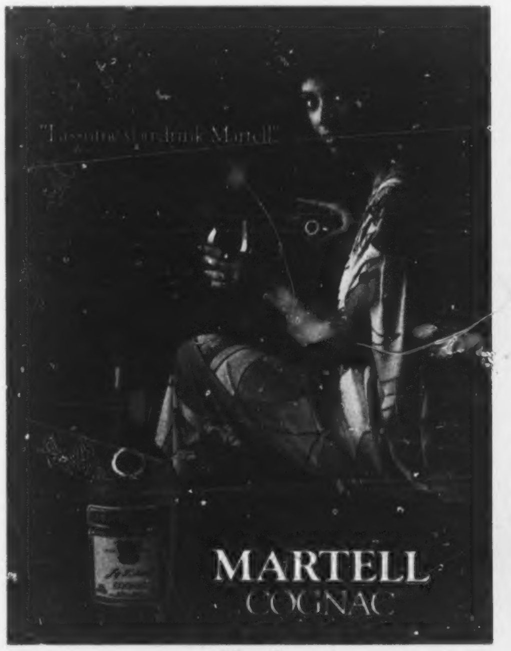
The $26 million agency handles black consumer marketing for blue chip clients such as Coca-Cola Co., McDonald's Corp. and Jos. Garneau Co., a division of Brown-Forman Distillers Corp.

During the last year, Burrell also became an agency of record for Procter & Gamble and Ford Motor Co. for minority-oriented advertising. In addition, Burrell is the primary agency for Johnson Products Co., Chicago, which markets health and beauty aids for black men and women.

Its creative reputation is built on such quality tv advertising as the Coca-Cola spot. The commercial—featuring the Grambling College marching band—is energetic, sparklingly executed, and targeted to its audience.

The agency also excels at the heartwarming approach, as evidenced by its work for Ford Motor Co. Pride of ownership is portrayed in a spot where a successful young man drives his grandmother to church. Their dialogue draws the viewer a realistic picture when the grandmother says, "Drop me off right here so Mabel can see."

Burrell's flair with print advertising is demonstrated by its sophisticated campaign for Martell cognac. "I assume you drink Martell," the only copy, is against a background of stunningly photographed models.


"I assume you drink Martell"
MARTELL
COGNAC

Martell

Ford

Coca-Cola

## Laurence, Charles & Free

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $29,250,000 | $26,250,000 |
| Total | $29,250,000 | $26,250,000 |

Laurence, Charles & Free, a subsidiary of Mickelberry Corp., New York, reported gross income of $29,250,000 in 1983 on billings of $195,000,000. In 1982, it reported gross income of $26,250,000 on billings of $175,000,000.

The agency's 1983 U.S. volume of $195,000,000 consisted of $175,000,000 in media, $10,000,000 in materials and services and $10,000,000 in capitalized fees. Its 1982 U.S. volume of $175,000,000 consisted of $158,000,000 in media, $9,000,000 in materials and services and $8,000,000 in capitalized fees.

In 1983, the agency gained Westwood Pharmaceuticals (Keri lotion, Fostex), Discount Brokerage Corp. and Heublein (Valbon wines).

Billings breakdown: Newspapers 21%, magazines 23%, supplements 1%, radio 2%, network tv 25%, spot tv 12%, cable tv 2%, outdoor 7%, business papers 1%, transit advertising 5%, point of sale 1%. The agency has 197 employes in one office; a year ago it had 193.

Top execs: Charles Goldschmidt, chairman; F. William Free, chairman-executive committee; Laurence Dunst, president; Martin J. Smith, Thomas K. Myers, vice-chairmen; Brett Shevack, president, LCF&S division; Paul Hodges, Samuel Alfstad, Russell Shaffer, exec vps.

Phone: (212) 661-0200.

## Leber Katz Partners

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $29,191,000 | $25,912,000 |
| Total | $29,191,000 | $25,912,000 |

Leber Katz Partners, New York, reported gross income of $29,191,000 in 1983 on billings of $251,043,000. In 1982, it reported gross income of $25,912,000 on billings of $225,047,750.

The agency's 1983 volume consisted of $206,322,000 in media, $13,325,000 in materials and services and $31,396,000 in capitalized fees. Its 1982 volume consisted of $184,839,000 in media, $9,360,000 in materials and services and $30,848,750 in capitalized fees.

In 1983, the agency gained Campbell Soup Co.'s Prego and Campbell instant soups, Corporate Printing Co., E&S Originals (Zip 'n Go), T.H. Mandy Inc., Ray-O-Vac, Richardson-Vicks' Pantene haircare products and U.S. Transportation Department (antidrunk driving campaign).

It lost Hanes Printables and Stern's garden products.

Billings breakdown: Newspapers 17%, magazines 29%, radio 11%, network/spot tv 22%, outdoor 5%, business papers 3%, direct marketing 8%, sales promotion 5%.

The agency has 300 employes in one office; a year ago it had 248 employes.

Top execs: Stanley H. Katz, chairman; John Walsh, president; Murray A. Valenstein, vice-chairman; Jon Adams, Laurel Cutler, Jerry Davidow and Sam Eisnitz, exec vps; Kenneth L. Damsky, senior vp.

Phone: (212) 826-3900.

## MCA Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $16,500,000 | $13,420,000 |
| Total | $16,500,000 | $13,420,000 |

MCA Advertising, New York, a wholly owned subsidiary of Marketing Corp. of America, Westport, Conn., reported gross income of $16,500,000 in 1983 on billings of $137,500,000. In 1982, it reported gross income of $13,420,000 on billings of $102,700,000.

The agency's 1983 volume consisted of $134,925,000 in media and $2,575,000 in capitalized fees. Its 1982 volume consisted of $99,255,000 in media and $3,445,000 in capitalized fees.

In 1983, the agency gained Menley & James Labs' Sine-Off and new products. It lost no accounts last year.

Billings breakdown: Newspapers 4%, magazines 13%, supplements 2%, radio 2%, network tv 22%, spot tv 30%, cable tv 2%, outdoor 21%, transit advertising 3%, point of sale 1%.

The agency has 92 employes in two offices; a year ago it had 75 in two offices.

Top execs: Morgan Hunter, president; William Bishop, Warren Dechter, George Hoefer, exec vps.

Phone: (212) 661-5491.

## Marschalk Campbell-Ewald

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $99,523,000 | $81,633,000 |
| International | 33,436,000 | 37,354,000 |
| Total | $132,959,000 | $118,987,000 |

Marschalk Campbell-Ewald Worldwide, New York, including Clinton E. Frank Inc., Chicago, reported gross income of $132,959,000 in 1983 on billings of $886,837,000. In 1982, it reported gross income of $118,987,000 on billings of $793,642,000.

The 1982 figures were compiled using the then current foreign exchange rates. If the 1982 figures were restated using current exchange rates, Marschalk Campbell-Ewald's 1982 gross income would have been $113,021,000 on billings of $753,850,000.

Marschalk Campbell-Ewald is a member of the Interpublic Group of Cos., whose other units include McCann-Erickson Worldwide, SSC&B:Lintas Worldwide and Dailey International Group.

Marschalk Campbell-Ewald's U.S. volume was $663,818,000 in 1983 and $544,492,000 in 1982. Its overseas volume was $223,019,000 in 1983 and $249,150,000 in 1982 (or $209,358,000 if restated using current exchange rates).

Overseas, the agency's account gains included: McEwans retail catalogs-Australia; Societe Generale de Banque, Unilever and Philips for new assignments-Belgium; Borden, Temana, Philips, Johnson & Johnson, Ralston Purina and Visagis-Brazil; Gilbey and Ragold-Canada; Meule d'Or, Queroy/Ideal Standard and Sopexa-France; Underberg, Nestle/Allgauer, Henkel Bausparkasse Schwabish Hall, Hewlett Packard-Germany; S. Margherita and Cementir-Italy; Heublein, Diners Club, Bristol-Myers-Mexico; Sherry Institute of Spain, Cointreau, Henkel-Netherlands; General Motors, G.M. Dealers Assn., Spur National Steakhouse Chain-South Africa; L'Oreal, Dragon Data-United Kingdom.

Overseas, it lost: Red Lobster Foods, EOY Pty. Ltd.-Australia; Anhyp, Electrolux Martin-Belgium; Morumbia Shopping Centre-Brazil; International Wool Secretariat-Germany; Habitema-Italy; Lance and High Life-Mexico; Citizen's Watches-United Kingdom.

**Campbell-Ewald**

The Warren, Mich.-based agency had 1983 total gross income of $96,932,000, with $63,496,000 from the U.S. and $33,436,000 from abroad. The agency's volume was $646,537,000, including $423,518,000 in the U.S. and $223,019,000 from abroad.

Its 1982 total gross income was $88,108,000, including $50,754,000 in the U.S. and $37,354,000 from abroad. Total billings were $587,679,000, including $338,529,000 in the U.S. and $249,160,000 from abroad. (Using current exchange rates, 1982 figures would be $31,388,000 in gross income on volume of $209,358,000.)

Campbell-Ewald last year gained Howard Johnson's. The agency lost no accounts.

### Marschalk Co.

The New York-based agency had 1983 gross income of $32,129,000 on billings of $214,300,000. Its 1982 gross income was $25,979,000 on billings of $173,280,000.

The agency gained Chattem Inc. for new assignments, Heublein, Erewhon food products, Norcliff-Thayer's Revlon vitamins and antacids, Coopercare's Aveeno Medicated Soap, Oral B toothbrush and Zendium toothpaste, Gillette's Toni Home Perm, Del Monte's Chun King.

It lost Richman Bros. men's clothing and Cone Mills.

### Clinton E. Frank Inc.

The Chicago-based agency had 1983 gross income of $3,898,000 on billings of $26,000,000. Its 1982 gross income was $4,900,000 on billings of $32,683,000.

The agency gained Popeye's Famous Fried Chicken, Rust-Oleum and NEC-Tokyo computers.

It lost Stokely-Van Camp, International Minerals & Chemical, Wendy's and Nalco Chemical Co.

***

Marschalk Campbell-Ewald did not supply a billings breakdown. The agency has 1,851 employes; a year ago it had 1,964. Of that total C-E has 706 in the U.S. and 615 overseas; Marschalk, 459, and Clinton E. Frank Inc., 615.

Marschalk Campbell-Ewald Worldwide top execs: Thomas B. Adams, chairman; Richard D. O'Connor, vice-chairman, ceo; Lester A. Delano, president-chief operating officer; Paul L. John, vice-chairman, ceo/Campbell-Ewald; Michael S. Lesser, chairman-ceo/Marschalk Co.; John H. Nichols, vice-chairman, ceo/Clinton E. Frank Inc; Robert P. Roselle, chief financial officer.

Phone: (212) 489-6200.

## Marsteller Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $73,066,000 | $58,593,000 |
| International | 26,494,000 | 22,589,000 |
| Total | $99,560,000 | $81,182,000 |

Marsteller Inc., New York, a subsidiary of Young & Rubicam, reported gross income of $99,560,000 in 1983 on billings of $664,065,000. In 1982, it reported gross income of $81,182,000 on billings of $541,484,000.

The agency's U.S. volume was $487,350,000 in 1983 and $390,815,000 in 1982. Those figures were not broken down. Its overseas volume was $176,715,000 in 1983 and $150,669,000 in 1982. (If 1983 exchange rates were applied to 1982 figures, Marsteller would have gross income of $79,386,000 on billings of $529,504,000.)

In 1983, the agency's U.S. account gains included Oscar Mayer Foodservice, Crown, Sanna Inc., Taylor Foods (Mr. and Mrs. "T"), Blue Cross and Blue Shield, Combined Network Inc. (Allnet), *Chicago Tribune*, R.T. French Co.'s household products division, Temple Inland (corporate), Alberto-Culver, Dow Corning and Beatrice Foods (corporate, Culligan USA, Stiffel Co., Samsonite Furniture Co., LouverDrape, DelMar Window Coverings, Chicago Speciality Mfg., specialty apparel and agri-products groups, Tropi aseptic packaged fruit drinks, British American Air, American Cable Connection, Milburn Sterling, American Home Alert, Phelps Dodge Zeolites, Telecrafter Corp., Fitch-Wyckoff, MacRobertson Ltd., Roffler Industries, Fred S. James Co., Parke-Davis, Grumman Recruiting, McNeil Pharmaceutical (new product) and Arthur Young Co.

It lost FMC Ag Chemical, Daisy, PGA Golf, IDS, IU International and MAI/Basic Four.

It did not indicate overseas account gains or losses.

The agency did not supply a billings breakdown.

The agency has 1,883 employes including 1,275 in the U.S. A year ago it had 1,648 employes, including 1,104 in the U.S.

Top execs: Richard C. Christain, chairman; Louis A. Magnani, president; J. Thomas Sharp, president corporate communications group; Bert Rosenberg, exec vp; Gerry Linda, Michael H. Popernik, senior vps; Reginald C. Bird, president-Marsteller International.

Phone: (212) 752-6500.

## McCaffrey & McCall

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $23,925,000 | $20,750,000 |
| Total | $23,925,000 | $20,750,000 |

McCaffrey & McCall, New York, reported gross income of $23,925,000 in 1983 on billings of $159,900,000, all in media. In 1982, it reported gross income of $20,750,000 on billings of $140,200,000, all in media.

In 1983, the agency gained the American Assn. of Retired Persons.

It reported no account losses, although J.C. Penney Co., following a lengthy review begun last year, moved its $50,000,000 account to N W Ayer Inc. last January.

Billings breakdown: Newspapers 15%, magazines 29%, radio 2%, network tv 40%, spot tv 8%, cable tv 1%, outdoor 2%, direct mail 3%.

The agency has 330 employes; a year ago it had 310.

Top execs: David B. McCall, chairman; R. Bruce Montgomery, Richard J. Passanant, William T. Shaw, John A. Sidebotham Jr., Margaret Wasley and Harris Lefkon, exec vps; Linden A. Davis Jr. and Robert Cherins, senior vps.

Phone: (212) 421-7500.

## McCann-Erickson Worldwide

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $ 95,406,000 | $ 82,504,000 |
| International | 203,410,000 | 193,571,000 |
| Total | $298,816,000 | $276,075,000 |

McCann-Erickson Worldwide, New York, reported gross income of $298,816,000 in 1983 on billings of $1,993,101,000. In 1982, it reported gross income of $276,075,000 on billings of $1,841,424,000.

(The 1982 figures were compiled using the then current foreign exchange rates. If the 1982 figures were restated using current exchange rates, McCann's 1982 gross income would be $250,897,000 on billings of $1,673,481,000.)

McCann-Erickson Worldwide is a member of the Interpublic Group of Cos., whose other units include SSC&B:Lintas Worldwide, Marschalk Campbell-Ewald Worldwide and Dailey & Associates.

The agency's volume in the U.S. was $636,358,000 in 1983.

In 1982 the volume was $550,302,000. Those figures were not broken down by the agency.

The agency's overseas volume was $1,356,743,000 in 1983 and $1,291,122,000 (or $1,123,179,000 if restated using current exchange rates).

Included in the agency's figures are the billings and income of a subsidiary, March Direct Marketing.

In 1983, the agency gained Coca-Cola Bottling, Coca-Cola's Diet Coke, AutoWorld (Six Flags theme park) in Detroit, Kelsey-Hayes, Beech Aircraft, Channel 20/21, Chili's Restaurants, Water World, Sperry Sun, McCullough, Century 21 real estate, General Motors trucks/Hispanic, Pollo Loco, McMahan's Furniture, Pearson Enterprises, Hilton Western Regional Co-op, Shearson/American Express financial services, Humana Inc., Hickory Farms, Gillette, Miles Laboratories' Alka-Seltzer, Pabst, Ebauches watches, Johnson & Johnson, R.J. Reynolds, United Technologies, Health Plan of America, Sierra Geophysics software, Wakefield Seafoods, Seattle First National Bank, Northwest Hospital, The Bon Marche.

March Direct Marketing gained Macmillan Book Clubs, AT&T WATS Lines, USCI satellite tv, Sketchley's, Bennigan's.

McCann lost Continental Telecom, Western Airlines, Brown & Williamson, New York Racing Assn., *New York Times*, Canadian Imperial Bank of Commerce, Proctor-Silex. March Direct Marketing lost Van Heusen corporate markets, Thomas J. Lipton Inc. (tea catalog).

Overseas, the agency gained 275 accounts, including Dow Chemical, L'Oreal, R.J. Reynolds, Bayer-Argentina; Hitachi, Goodyear, Hilton Hotel, Golden Casket, Carrier air conditioners, R.J. Reynolds-Australia; Kodak, General Motors, Osterr. Verkehrswerbung-Austria; Converse, Coca-Cola-Belgium; Richardson-Vicks, AHP, Beatrice Foods, Lloyds Bank, Vulcabras, American Home-Brazil; Marks & Spencer, Century 21, Kodak, B.C. Packers Ltd., Bankers Dispatch Courier, Coca-Cola, R.J. Reynolds-Canada; Banco Urquijo, L'Oreal, Nestle-Chile; Esso, Royal Bank of Canada, Aubrey Freres-China; Beatrice Foods, Yardley, St. Rachel, Unilever-Colombia; Cerverceria Tropical, Coca-Cola, Perugina, Smirnoff vodka-Costa Rica; Esso, Coca-Cola, General Motors, Kodak, Del Monte-Denmark; Citibank, Nestle-Dominican Republic; Artepractico, Cerveceria National, American Home Products, Sears, Roebuck & Co.-Ecuador; Miles Labs, Gillette, Banco de Gomento Agropecuario-El Salvador; Kodak, Coca-Cola, R.J. Reynolds-Finland; Kodak, R.J. Reynolds, Del Monte-France; Kodak, General Motors, R.J. Reynolds-Germany; Carnation, Perfetti Brooklyn, S.C. Johnson, L'Oreal-Greece; Johnson & Johnson-Guatemala; Coca-Cola-Honduras; Citibank, Nestle, Xerox, Du Pont-Hong Kong; Nabisco, R.J. Reynolds-Italy; Gillette, Government of Jamaica-Jamaica; Heublin, American Express Green Card, Richardson-Vicks, Carnation, Mitsubishi-Japan; KLM Airline, Kodak, Reuters-Kenya; Miles Labs, Western Airlines-Mexico; Quaker Oats, Spanish Tourist Board-Netherlands; Alex Harvey Industries, Coca-Cola-New Zealand; Johnson & Johnson, Kodak-Norway; Gillette, Red Cross-Panama, United Fruit, New Zealand Government-Peru; Kodak, Texas Instruments, Nabisco-Philippines; Exxon, Unilever, RDP, Nestle, Moroccan Tourism-Portugal; Coca-Cola, R.J. Reynolds, Armour-Dial-Puerto Rico; Xerox, Miles Labs, Singapore News & Publications-Singapore; Tools-R-Us, Le Creuset, Noritake, L'Oreal-South Africa; Coca-Cola, Kodak, R.J.Reynolds-Spain; Del Monte, Kodak-Sweden; Eubache, General Motors-Switzerland; Alka-Seltzer, Central Trading, Sterling Drug-Thailand; Knight's Ltd., Richardson-Vicks-Trinidad; Kodak, Woolworth, Warner-Lambert-United Kingdom.

The agency lost 68 accounts overseas, including: Osterr Verkehrswerbung (railway)-Austria; Philip Morris, Kodak-Brazil; Quaker Oats, L'Oreal, Swift-Canada; Bacardi rum-Costa Rica; Danish Fancy Food Group-Denmark; Armour-Dial-Dominican Republic; Philip Morris, Max Factor-El Salvador; Courvoisier-France; Gillette-Germany; Bose Greece-Greece; Max Factor-Guatemala; Buitoni, Campagnolo-Italy; The Gleaner newspaper-Jamaica; Nestle-Japan; Nestle-Netherlands; N.Z. Railways-New Zealand; James River/Dixie Northern-Puerto Rico; Hotel Sari Pacific-Singapore; Gillette, Carreras Rothman, General Motors-South Africa; Carreras Rothman-Spain; Optiker Bode-Sweden; Sangal pasta-Switzerland; Esso-Thailand; Levi-Strauss, Hilton International-United Kingdom.

The agency did not supply a billings breakdown.

The agency has 5,962 employes, including 1,272 in the U.S. A year ago, the agency had 5,850, including 1,272 in the U.S.

Top execs: Eugene H. Kummel, chairman, worldwide executive committee; Willard C. Mackey Jr., chairman-ceo; Robert L. James, president-chief operating officer; John F. Bergin, vice-chairman, president, McCann-Erickson USA; Barry Day, vice-chairman; Bohdan I. Kurylko and William C. Thompson Jr., exec vps.

Phone: (212) 697-6000.

## Nationwide Advertising Service

| Gross Income | 1983* | 1982 |
|---|---|---|
| U.S. | $18,500,000 | $18,679,167 |
| International | 1,500,000 | 1,455,513 |
| Total | $20,000,000 | $20,134,680 |

*AA estimate

Nationwide Advertising Service, Cleveland, an agency specializing in recruitment advertising, is estimated by ADVERTISING AGE to have had gross income of $20,000,000 in 1983 on estimated billings of $67,000,000. In 1982, it reported gross income of $20,134,680 on billings of $68,303,032.

The agency did not break out volume in 1983. In 1982, Nationwide had U.S. volume of $63,329,016 and overseas volume of $4,974,016, all in media.

The agency last year reported that it operates on a cash basis accounting system which causes gross income to be higher for a given year due to collections of accounts receivable from previous years. However, the agency's present management execs failed to respond to this year's AA survey despite repeated requests.

Well-known Cleveland sports executive and Nationwide's former president, Theodore J. Stepien, sold the agency last year to George and Gordon Gund. Mr. Stepien was succeeded by Thomas Richey, former exec vp.

Billings breakdown: Newspapers 95%, magazines 3%; other 2%. In 1982, the agency had 270 employes in 34 offices, including 245 in 28 U.S. offices.

Top exec: Thomas Richey, president.

Phone: (216) 579-0300.

## Needham, Harper & Steers

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $77,940,700 | $62,847,000 |
| International | 16,265,400 | 16,125,000 |
| Total | $94,206,400 | $78,972,000 |

Needham, Harper & Steers, New York, reported gross income of $94,206,400 in 1983 on billings of $631,900,000. In 1982, it reported gross income of $78,972,000 on billings of $526,800,000.

The agency's 1983 U.S. volume of $519,900,000 consisted of $343,700,000 in media, $54,900,000 in materials and services and $121,300,000 in capitalized fees. Its 1982 U.S. volume of $419,200,000 consisted of $253,100,000 in media, $50,600,000 in materials and services and $115,500,000 in capitalized fees.

The agency's 1983 overseas volume of $112,000,000 consisted of $109,000,000 in media and $3,000,000 in materials and services. Its 1982 foreign volume of $107,600,000 consisted of $104,600,000 in media and $3,000,000 in materials and services.

Included in the agency's figures are the billings and gross income of U.S. subsidiary, NH&S/Issues & Images.

In 1983, the agency gained Ramada Inns Hotel Group, Binney & Smith's Crayola line, PepsiCo's La Petite Boulangerie, Tri-Honda Dealers Assn., Southeastern California Honda Dealers Assn., Phoenix, Tucson and Las Vegas McDonald's owner-operators group, Jewel Cos.' Sav-On Drugs division, Shasta Beverages' C&C cola, Sears Merchandise Group and soft lines, Eclipse sunscreen products, Honda Civic CRX and Accord LX-4 autos, Israel Ministry of Tourism, Canadian Imperial Bank of Commerce Group, MGM/UA Entertainment, Cellular Telephone Corp., Eastern Shore McDonald's Co-ops, ITT's U.S. Telecom, Case Mix Management, Tel-Staff, Madison National Bank, Solarex, The Aluminum Assn., Franco-American, IRS and Advantage International. It lost Atari, E&J Gallo Winery and National Cancer Institute.

Overseas, the agency gained McDonald's-Spain, Taiwan; Germaine Monteil-France; Tennents lager-U.K.; Kraft-Canada; British American Tobacco-Germany; Rank Xerox-Sweden; Garuda Indonesian Airlines-Holland, Singapore; Binney & Smith Crayola-Canada; Optyl sunglasses-Germany, Italy and Singapore; Capri Sun-Canada; Seiko's Alba quartz watch-Hong Kong, and G.D. Searle-New Zealand.

It did not report overseas account losses.

Billings breakdown: Newspapers 5%, magazines 21%, supplements 1%, radio 11%, network tv 44%, spot tv 16%, outdoor 2%.

The agency has 2,126 employes in 32 offices, including 1,141 in seven U.S. offices. A year ago it had 1,913 employes in 26 offices, including 1,055 in six U.S. offices.

Top execs: Paul C. Harper Jr., chairman-ceo; B. Blair Vedder Jr. vice-chairman; Edward A. Haymes, exec vp-chief financial officer; Norval B. Stephens Jr., exec vp; Louis A. Tripodi, senior vp. NH&S/USA: Keith L. Reinhard, chairman-ceo; Peter A. Nelson, president-chief operating officer; Joel B. Baumwoll, vice chairman-director of strategic planning; Gerrold R. Rubin, president, NH&S/Los Angeles; C.A. Wolfe, president, NH&S/Chicago; Richard A. Anderson, Edward A. Haymes, Robert Cox, Joel M. Hochberg, Joseph P. Landy, Larry D. Postaer, Robert Savard, exec vps.

Phone: (212) 758-7600.

## Ogilvy & Mather International

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $204,114,000 | $176,867,000 |
| International | 141,726,000 | 138,182,000 |
| Total | $345,840,000 | $315,049,000 |

Ogilvy & Mather International, New York, reported gross income of $345,840,000 in 1983 on billings of $2,360,442,000. In 1982, it reported gross income of $315,049,000 on billings of $2,151,016,000.

The agency's 1983 U.S. volume of $1,361,440,000 was not broken out, but it is estimated to have included $1,000,000,000 in media and $361,440,000, in materials and services. Its 1982 U.S. volume of $1,179,703,000 is estimated to have included $970,000,000 in media and $209,703,000 in materials and services. The agency's overseas volume was $999,002,000 in 1983 and $971 313,000 in 1982.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Ogilvy & Mather Partners
- Ogilvy & Mather Direct Response
- Ogilvy & Mather PR
- Ogilvy & Mather Special Markets
- Sussman & Sugar
- Ogilvy & Mather Hawaii
- Scali, McCabe, Sloves
- Euramerica Translations
- Cole & Weber
- A. Eicoff & Co.
- Dudley-Anderson-Yutzy.

In 1983, the agency gained the American Society of Travel Agents, Kimberly-Clark's New Freedom line, Sears, Roebuck & Co. hard goods, Air Diversified Services, Polaroid Corp., CBS Entertainment, Brown & Williamson's Barclay cigarets, billing $40,000,000; U.S. Committee for Energy Awareness, billing $20,000,000.

It lost Pabst Brewing's Pabst Extra Light beer, billing $8,000,000; Block Drug, billing $4,000,000; Aramco Services and Royal Crown cola, billing $20,000,000, Schwinn bicycles, Datapoint, Hickory Farms, Menley & James' Contac, Sine-Off and A.R.M. remedies.

Overseas, the agency gained: Seagram, British Gas, Beecham, Shell, Quaker Oats Canada, Rothmans of Pall Mall, Remy Martin, Richardson-Vicks, Phillips, Memorex, BAT, Bayer, Long John Silver, NZ Railways, Kitchens of Sara Lee, Parker Pen Worldwide, Mattel electronics and toys. Its overseas losses: Tandy Radio Shack, Australian Government (advertising services), Mars Effem, Union Carbide, R.J. Reynolds, Hathaway, Johnson & Johnson, Merrill Lynch, Shulton, Club Med and Shaeffer pens.

Billings breakdown: Newspapers

## Agency Q&A

# Q: Will clients ease their stance on conflicting accounts this year?

**Answer:** I seriously doubt that major clients will ease their stance regarding the issue of product or client conflict. I feel this is extremely unfortunate since when one views other service businesses, such as accounting, law, investment banking or commercial banking you find that rather than being seen as a conflict a reasonable concentration on an industry basis is considered a plus. Additionally, when looked at, it is not as though those service firms are dealing with noncompetitive information in servicing their clients. They clearly are dealing in highly sensitive areas. But they have learned how to deal among themselves with matters that could impinge on client confidentiality.

Austrian

As mergers and acquisitions proliferate, and as the larger agencies continue to grow and as clients themselves continue to expand via acquisitions into nontradtional areas for themselves, the conflict issue will continue to increase rather than decline. Clearly at some point if the major advertisers want to take advantage of the creative and marketing skills that are available at the larger multinational agencies, an entirely new and different thinking and evaluation of the conflict issue must occur.

Conflict really lies in the eyes of the client management. They will have to learn to believe that an agency can deal with these sensitive issues and treat confidential matters professionally. In addition, they will have to become comfortable with the fact that what was a good idea for a competitor may not necessarily be a good idea for them since their image and products may be typically and dramatically different.

**Neil R. Austrian**
President
Doyle Dane Bernbach International
New York

## Gross income over $15,000,000

7%, magazines 15%, supplements 1%, radio 3%, network tv 49%, spot tv 17%, business papers 1%, direct mail 7%.

The agency has 8,030 employes in 168 offices, including 2,250 in 24 U.S. offices. A year ago it had 7,010 employes in 132 offices, including 2,750 in 26 U.S. offices.

Top execs: William E. Phillips, chairman-ceo; James Benson and Michael J. Ball, vice-chairmen; William Weed, director, international accounts; John P. Gill, treasurer. O&M U.S.: Kenneth Roman, president; Henry P. Bernhard, vice-chairman; Graham Phillips, Hal Riney, Michael Turner, Jules Fine, Norman Berry, exec vps; Kenneth Caffery, Jennifer Stewart and John Blaney, senior vps.

Phone: (212) 907-3400.

### Ross Roy Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S | $34,050,000 | $33,300,000 |
| Total..... | $34,050,000 | $33,300,000 |

Ross Roy Inc., Detroit, reported gross income of $34,050,000 in 1983 on billings of $227,000,000. In 1982, it reported gross income of $33,300,000 on billings of $222,000,000.

The agency's 1983 volume consisted of $127,000,000 in media, $20,000,000 in materials and services and $80,000,000 in capitalized fees. Its 1982 volume consisted of $118,000,000 in media, $19,000,000 in materials and services and $85,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of a subsidiary, Gray & Kilgore.

In 1983, the agency gained Florist's Transworld Delivery Assn. and Ameritech. Billings breakdown: Newspapers 5%, magazines 14%, radio 17%, network tv 32%, spot tv 22%, outdoor 1%, point of sale 3%, direct mail 4%, other 2%.

The agency has 516 employes in four offices, including 489 in two U.S. offices. A year ago it had 493 employes in four offices, including 471 in two U.S. offices.

Top execs: Glen W. Fortinberry, chairman-president; Richard C. Ward, Bruce S. Wagner, John L. Frakes, exec vps.

Phone: (313) 568-6000.

### Rumrill-Hoyt

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $16,215,000 | $11,237,000 |
| Total..... | $16,215,000 | $11,237,000 |

Rumrill-Hoyt, New York, a subsidiary of Compton Advertising, reported gross income of $16,215,000 in 1983 on billings of $108,100,000. In 1982, it reported gross income of $11,237,000 on billings of $75,000,000.

The agency's 1983 volume consisted of $60,121,000 in media, $4,756,000 in materials and services and $43,223,000 in capitalized fees. Its 1982 volume consisted of $42,050,000 in media, $4,538,000 in materials and services and $28,412,000 in capitalized fees.

In 1983, the agency gained Exele Information, Commercial Filter Corp., Goldome, Philips Information Systems, Satellite Business Systems, *Venture*, Taylor Instrument.

It lost Tondena, Bernzomatic, Newell Cos.

Billings breakdown: Newspapers 3.4%, magazines 74.5%, radio 8.0%, network tv 6.1%, spot tv 2.4%, outdoor 4.4%, other 1.2%.

The agency has 241 employes in three offices, all in the U.S. A year ago it had 168 employes in two offices.

Top execs: Gene Novak, chairman-ceo; Joseph Valerio, president/Rochester division; Gary Landis, president/N.Y. division; Paul Goldsmith, exec vp; Richard Thomson, senior vp/director-client services.

Phone: (212) 753-1770.

### SSC&B:Lintas Worldwide

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $ 50,773,000 | $ 45,530,000 |
| International. | 124,788,000 | 129,438,000 |
| Total..... | $175,561,000 | $174,968,000 |

SSC&B:Lintas Worldwide, New York and London, reported gross income of $175,561,000 in 1983 on billings of $1,177,945,000.

In 1982, the agency reported gross income of $174,968,000 on billings of $1,152,951,000.

SSC&B:Lintas Worldwide is a member of the Interpublic Group of Cos., whose other units include Marschalk Campbell-Ewald Worldwide, Dailey International Group and McCann-Erickson Worldwide. Figures for Dailey International Group are included in those of SSC&B:Lintas, to whom Dailey reports in the Interpublic network. Daily did not break out U.S. and overseas billings.

SSC&B, its U.S. operating unit, had U.S. volume of $338,656,000 in 1983 and $303,683,000 in 1982. Those figures were not broken down.

The agency's overseas volume was $839,289,000 in 1983 and $849,268,000 in 1982.

In 1983, the agency gained Shield soap, Tareyton cigarets, United Satellite Communication USTS/DBS, Datapoint, Sterling Drug's Panadol, Carnation dog food and Health and Nutrition Centers. It lost Poppin' Fresh Restaurants.

Overseas, SSC&B:Lintas gained over 100 accounts, including Datapoint in several countries, Philips-Argentina; Coca-Cola (Tab)-Australia; Johnson & Johnson (new product, Fenjal bath foam)-Austria; Dr. Scholl-Belgium; Chesebrough-Pond's-Canada; Prolac-Chile; Xerox photocopier-Denmark; B.A.T.-Finland; TFI-France; Scandinavian Tobacco-Germany; Citibank-Greece; Diners Club-Hong Kong; McDowell & Co.-India; Tefal Italia-Italy; Carnation-Malaysia; Sheaffer-Mexico; Bausch & Lomb-Netherlands; Coca-Cola (Sunfelled fruit drink)-New Zealand; S-Elektro-Norway; Allied Motors-Pakistan; Wander (new assignment)-Philippines; Europ Car Rental-Portugal; Bank Niaga-Singapore; Sanlam—South Africa; Ceramicas del Foix-Spain; Scottish & Newcastle-Sweden; Burger Sohne-Switzerland; Siam City Bank-Thailand; Canon-U.K.; Colcom-Zimbabwe.

The agency lost 40 accounts overseas, including Du Pont-Argentina; Unilever (Atkinsons lines)-Brazil; Amstel Brewery-Canada; Glaxo Labs-India; Berlimed-Philippines; Esso-Portugal; Thorn TV-South Africa; Canon Svenks-Sweden.

The agency did not supply a billings breakdown. The agency has 3,705 employes, including 650 in the U.S. A year ago it had 3,713 employes, including 628 in U.S. offices.

Top execs: SSC&B:Lintas—William V. Weithas, chairman-ceo; D. Croisdale-Appleby, director; SSC&B—Mr. Weithas, chairman; Kenneth L. Robbins, vice-chairman, ceo; Malcolm MacDougall, president; Harold V. Rover, vice-chairman.

Phone: (212) 605-8000.

### Saatchi & Saatchi Compton Worldwide

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $110,856,000 | $ 68,674,000 |
| International. | 142,410,000 | 117,854,000 |
| Total..... | $253,266,000 | $186,528,000 |

Saatchi & Saatchi Compton Worldwide, New York, reported gross income of $253,266,000 in 1983 on billings of $1,710,569,000. In 1982, it reported gross income of $186,528,000 on billings of $1,302,600,000.

The agency's 1983 U.S. volume of $771,785,000 consisted of $562,206,000 in media, $32,404,000 in materials and services and $177,175,000 in capitalized fees.

Its 1982 U.S. volume of $510,900,000 consisted of $362,488,000 in media, $18,961,000 in materials and services and $129,451,000 in capitalized fees.

The agency's overseas volume was $938,784,000 in 1984 and $791,700,000 in 1982. Included in the agency's figures are the billings and gross income of U.S. subsidiaries:

- Compton Advertising.
- Cadwell, Davis Partners
- Rumrill-Hoyt
- Klemtner Advertising
- Mayo Infurna Design
- Fairfax Advertising
- Hoffman, York & Compton.

*(See separate profiles of U.S. subsidiaries for account gains and losses; Billings breakdown; employe/office billings totals and top execs.).*

The agency did not list overseas account gains or losses. It reported only its U.S. employe total—1,441 in 12 U.S. offices; a year ago it had 1,140 in 13 U.S. offices.

Top execs: O. Milton Gossett, chairman-ceo; Robert Jordan, Edward Wax, Kurt Willinger, Robert Huntington, James Adler, Charles Saatchi, Maurice Saatchi, Kenneth Gill, Robert Jordan, directors.

Phone: (212) 754-1100.

### Scali, McCabe, Sloves

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $23,550,000 | $20,380,400 |
| International | 11,547,800 | 10,710,400 |
| Total*... | $35,097,800 | $31,090,800 |

*Agency estimate for '83; '82 revised.

Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather International, reported estimated gross income of $35,097,800 in 1983 on billings of $230,828,100. In 1982, it reported gross income of $31,090,800 on billings of $202,315,387.

The agency's 1983 U.S. volume was $157,000,000, all in media.

Its 1982 volume was $135,176,633, all in media.

The agency's overseas volume in 1983 was $73,828,100, all in media; its '82 volume, all in media, was $67,138,754. In 1983, the agency gained Revlon, Western Union Metrofone, New York/New Jersey Volvo Dealers Assn., Cellular Radio, Scandinavian Labs, Logical Boat, Warner Amex' Nickelodeon cable channel and Heublein, billing $5,000,000.

It lost Tarket, Trafalgar, Chesebrough-Pond's, Buckingham Corp., billing $6,000,000; Hebrew National, billing $2,000,000.

Overseas, the agency gained Tefal, BRITVIC, Yellow Pages, Health Education Council, Watney's, Seagram, Beecham U.K., Pharma Schwarz, Nikon, Apple Computer, Beecham-Canada, Sara Lee, Metropolitan Transit Authority, Chateau Melbourne Hotel, J. C. Williamson, State Transport Authority and Royal Melbourne Hospital.

It lost Carnation, Alberto-Culver, Bowater Scott, Dr. Schieffer, DuJardin Merz, Bristol-Myers, Gilby and Victoria State Opera.

Billings breakdown: Newspapers 11%, magazines 20%, supplements 1%, radio 11%, network tv 22%, spot tv 30%, cable tv 1%, outdoor 3%, transit advertising 1%.

The agency has 583 employes in eight offices, including 348 in two U.S. offices.

A year ago the agency had 542 employes in six offices, including 302 in one U.S. office.

Top execs: Marvin Sloves, chairman-ceo; Edward A. McCabe, president; Alan D. Pesky, president-international; Sam Scali, vice-chairman; Robert Schmetterer, Richard Roth, Michael Ephron, exec vps; Gail F. Lieberman, senior vp; Jerry Reitman, president, direct response.

Phone: (212) 421-2050.

### Sudler & Hennessey

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $13,500,000 | $12,300,000 |
| International. | 4,000,000 | 3,900,000 |
| Total..... | $17,500,000 | $16,200,000 |

Sudler & Hennessey, New York, a subsidiary of Young & Rubicam that specializes in healthcare advertising, reported gross income of $17,500,000 in 1983 on billings of $117,000,000. In 1982, it reported gross income of $16,200,000 on billings of $108,000,000.

The agency's U.S. volume was $90,000,000 in 1983 and $82,000,000 in 1982.

Those figures were not broken out by the agency.

The agency's overseas volume was $27,000,000 in 1983 and $26,000,000 in 1982.

In 1983, the agency gained Roche Laboratories, Ciba Consumer, E.I. du Pont de Nemours & Co. (pharmaceutical products), Johnson & Johnson (corporate) and Merck Sharp & Dome.

Overseas, the agency gained over 20 accounts, including Novo Labs (Australia), Bayer (United Kingdom), Kodak Medical (France) and Abbott Diagnostics (Germany).

The agency did not report any overseas losses.

Billings breakdown: Magazines 42%, network tv 12%, spot tv 2%, other 44%.

The agency has 265 employes in seven offices, including 190 in two U.S. offices. A year ago it had 285 employes in eight offices, including 173 in two U.S. offices.

Top execs: William Gibson, president-ceo; Robert Gouterman, Donald Howard, Arthur M. Rosen, exec vps.

Phone: (212) 265-8000.

### TBWA Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $ 7,650,000 | $ 5,420,000 |
| International. | 27,368,000 | 27,614,000 |
| Total....... | $35,018,000 | $33,034,000 |

TBWA Advertising, New York, reported gross income of $35,018,000 in 1983 on billings of $237,195,000. In 1982, it reported gross income of $33,034,0000 on billings of $220,185,000.

The agency's 1983 U.S. volume, all in media, was $51,000,000. Its 1982 U.S. volume, all in media, was $36,000,000.

The agency's 1983 overseas volume all in media, was $186,195,000. Its 1982 foreign volume, all in media, was $184,185,000.

In 1983, the agency gained Mohawk Data Sciences, Air 1, Gold Star Electronics, Samsonite International Carollon Importers' Creme de Gran Marnier liqueur. It did not indicat any U.S. losses.

Overseas, the agency gained 18 accounts, including Henkel (France) CBS Coleco (Italy), Philip Morri L&M (Germany), Tritel (Switzerland) and J&B scotch (Holland). It los Kleber (France), Lorenz/Casio (Italy) Mateus Rose wine (Germany), Halford's (U.K.) and Font Vella (Spain).

Billings breakdown: Newspaper 10%, magazines 28%, supplements 2% radio 10%, network tv 14%, spot tv 30%, cable tv 1%, outdoor 2%, business papers 2%, point of sale 1%.

The agency has 502 employes in 10 offices, including 67 in two U.S. offices. A year ago it had 520 in nine overseas offices, and 45 in one U.S. office.

Top execs: William Tragos, chairman-ceo; Richard Costello, president: Carole Anne Fine, exec vp-creative director; Barrie Hedge, William Oakey, senior vps.

Phone: (212) 725-1150.

### Tatham-Laird & Kudner

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S........ | $27,000,000 | $20,115,000 |
| Total..... | $27,000,000 | $20,115,000 |

Tatham-Laird & Kudner, Chicago, reported gross income of $27,000,000 in 1983 on billings of $224,000,000. In 1982, it reported gross income of $20,115,000 on billings of $133,000,000.

The agency's 1983 volume consisted of $112,488,000 in media, $26,160,000 in materials and services and $85,352,000 in capitalized fees. Its 1982 volume consisted of $79,600,000 in media, $14,175,000 in materials and services and $39,225,000 in capitalized fees.

In 1983, the agency gained York

## Gross income over $15,000,000

Steak House Systems, Activision, Ralston Purina (new products), Miles Labs' One-A-Day vitamins, billing $11,000,000, Procter & Gamble's Ariel detergent, Adolph Coors Co.'s Golden Lager beer, Miles Labs' household products division (Cutter insect repellent and new products), R.J. Reynolds Tobacco's Century cigarets, and Kimberly-Clark's Kotex Lightdays Pantiliners.

It lost International Harvester.

Billings breakdown: Newspapers 11%, magazines 7%, supplements 1%, radio 2%, network tv 40%, spot tv 34%, cable tv 1%, business papers 1%, farm publications 1%, direct mail 2%.

The agency has 375 employes in two offices; a year ago it had 312 employes.

Top execs: Charlotte Beers, managing partner-ceo; William E. Ross, managing partner, chief operating officer.

Phone: (312) 337-4400.

### J. Walter Thompson Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $189,900,000 | $167,200,000 |
| International | 188,500,000 | 179,900,000 |
| Total | $378,400,000 | $347,100,000 |

J. Walter Thompson Co., New York, reported gross income of $378,400,000 in 1983 on billings of $2,524,100,000. In 1982, it reported gross income of $347,100,000 on billings of $2,315,200,000.

JWT, the largest subsidiary of JWT Group, a holding company formed in June, 1980, had 1983 U.S. volume of $1,266,800,000, all in media. In 1982, its U.S. volume was $1,115,400,000, all in media.

The agency's overseas volume was $1,257,300,000 in 1983 and $1,199,800,000 in 1982.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Brouillard Communications
- J. Walter Thompson USA
- Thompson Recruitment Advertising.

In 1983, the agency gained the following accounts: Ameritech, Goodyear, ComputerLand, Ryder System, Sasson, Beatrice Foods and Dole. It lost Sears, Roebuck & Co., Jovan, Kawasaki and Miles Labs.

Overseas, the agency's major account gains included DeBeers, Neibob, GWG and IBM-Canada; Commodore, Pepsi, DeBeers, Plasmon and Benneton-Europe; Du Pont, Hermes Macedo and R.J. Reynolds-Latin America, and Club Med, Kraft, ICL and American Drug-Asia/Pacific region.

Overseas, its major account losses included Kodak, Kraft/A.O.R. and Royal Trust-Canada; Fiymo, Beecham and CBS Electronics-Europe; Ford Dealers Assn.-Latin America, and Union Carbide and Sanyo-Asia/Pacific region.

Billings breakdown: Newspapers 6.9%, magazines 14%, radio 5.5%, network tv (including cable tv) 36.5%, spot tv 24.2%, outdoor 1.3%, direct mail 1.3%, business publications 2.5%, other 7.8%.

The agency has 7,636 employes, including 3,072 in the U.S.; a year ago it had 7,443 employees, including 2,836 in the U.S.

Top execs: Don Johnston, chairman-ceo; Denis Lanigan, vice-chairman, chief operating officer; Burt Manning, vice-chairman, creative resources, and chairman, JWT USA; Wally O'Brien, vice-chairman, director of multinational client services; Jack Cronin, exec vp, JWT Europe; Lee Preschel, exec vp, president J. Walter Thompson Asia/Pacific; George Black, chairman, JWT Germany; Joe Brouillard, president, Brouillard Communications; Jeremy Bullmore, chairman, JWT Ltd. (U.K.); David Campbell-Harris, chairman, JWT Italy; Hugh P. Connell, secretary; Manu de Elexpuru, president, JWT Spain; Herb Eames, exec vp-finance and administration; Ron Kovas, president, JWT Canada; Lee Pavao, president, JWT Brazil; Jack Peters, president, JWT USA; Burt Petersen, president, Thompson Recritment Advertising; Don Robertson, exec vp-chief planning officer.

Phone: (212) 210-7000.

### Tracy-Locke/BBDO

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $22,793,637 | $18,663,745 |
| Total | $22,793,637 | $18,663,745 |

Tracy-Locke/BBDO, Dallas, reported gross income of $22,793,637 in 1983 on billings of $198,063,691. In 1982, it reported gross income of $18,663,745 on billings of $157,434,932. The agency's 1983 volume consisted of $130,288,397 in media, $22,529,874 in materials and services and $45,245,420 in capitalized fees. Its 1982 volume consisted of $96,888,140 in media, $16,115,514 in materials and services and $44,431,278 in capitalized fees.

Included in the agency's figures are the billings and gross income of a subsidiary, Promotional Services Group. In 1983, the agency gained Chrysler Corp. (Dodge dealer associations), Labatt's Importers, Frito-Lay (Sabritas brand tortilla chips and dips), Pearle Health Services, Pepsi-Cola Co. (Pepsi Light soft drink) and *Texas Monthly* magazine.

It lost no accounts.

Billings breakdown: Newspapers 11.9%, magazines 5.2%, radio 14.8%, network tv 23.5%, spot tv 43.3%, outdoor 1.3%.

The agency has 341 employes in nine offices; a year ago it had 308 in eight offices.

Top execs: Norman W. Campbell, chairman-ceo; Howard W. Davis, president; Ian Fawn-Meade, exec vp.

Phone: (214) 969-9000.

### Warwick Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $18,900,000 | $18,000,000 |
| Total | $18,900,000 | $18,000,000 |

Warwick Advertising, New York, reported gross income of $18,900,000 in 1983 on billings of $126,000,000. In 1982, it reported gross income of $18,000,000 on billings of $120,000,000.

The agency's 1983 volume consisted of $83,000,000 in media, $7,000,000 in materials and services and $36,000,000 in capitalized fees. Its 1982 volume consisted of $81,000,000 in media, $6,000,000 in materials and services and $33,000,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of subsidiary Chapman/Warwick, San Diego. In 1983, the agency gained TIE Communications and Food From Britain, as well as additional assignments from nine clients.

It lost no accounts.

Billings breakdown: Newspapers 6%, magazines 38%, radio 8%, network tv/spot tv 34%, outdoor 3%, business papers 4%, other 7%.

The agency has 270 employes in two offices, the same as a year ago.

Top execs: John P. Warwick, chairman-ceo; Wilder D. Baker, president-chief operating officer; John V. Chervokas, vice-chairman; James R. Driscoll, John J. Meskil, exec vps; Nadeen Peterson, Jerry Prestomburgo, D. Kyle Felt, group senior vps.

Phone: (212) 751-4700.

### Wells, Rich, Greene

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $90,957,000 | $77,592,000 |
| International | 1,723,000 | 1,419,000 |
| Total | $92,680,000 | $79,011,000 |

Wells, Rich, Greene, New York, reported gross income of $92,680,000 in 1983 on billings of $608,490,000. In 1982, it reported gross income of $79,011,000 on billings of $527,003,000.

The agency's 1983 U.S. volume of $595,573,000 consisted of $458,503,000 in media, $70,023,000 in materials and services and $67,047,000 in capitalized fees. Its 1982 U.S. volume of $517,538,000 consisted of $390,775,000 in media, $50,379,000 in materials and services and $76,384,000 in capitalized fees.

The agency's 1983 overseas volume of $12,917,000 consisted of $9,772,000 in media and $1,718,000 in materials and services and $1,427,000 in capitalized fees. Its 1982 foreign volume of $9,465,000 consisted of $6,837,000 in media, $1,207,000 in materials and services and $1,421,000 in capitalized fees.

Included in the agency's figures are the billings and gross income of the following U.S. subsidiaries:

- Gardner Advertising
- Advanswers Media

In 1983, the agency gained The Gap Stores, Supercuts, MGM/UA, Procter & Gamble's Spic & Span, Philip Morris USA's Players cigarets, Southwestern Bell (corporate), Ralston Purina's new Sea Dog and Alley Cat pet foods, American Savings Bank, Purolator, billing $5,000,000, and Atari home computers and software, billing $12,000,000.

It lost Miles Labs' Alka-Seltzer, Sun Co. (corporate) and Century 21, billing over $20,000,000.

Overseas, the agency gained Max Factor, McAlpine Aviation and Halston/Orlane. It did not indicate any overseas account losses.

Billings breakdown: Newspapers 20%, magazines 16%, radio 7%, network tv 26%, spot tv 20%, cable tv 2%, outdoor 9%.

The agency has 916 employes in five offices, including 896 in four U.S. offices. A year ago it had 720 employes in five offices, including 704 in four U.S. offices.

Top execs: Mary Lawrence, chairman; Charles Moss and Charles Jacobs, vice-chairmen; Kenneth Olshan, chairman-ceo, WRG/Worldwide; William Luceno, president, WRG/Worldwide; Gerald A. Kessler, exec vp, WRG.

Phone: (212) 758-4300.

### Wunderman, Ricotta & Kline

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $18,621,000 | $17,218,000 |
| International | 7,257,000 | 6,622,000 |
| Total | $25,878,000 | $23,840,000 |

Wunderman, Ricotta & Kline, New York, a direct response subsidiary of Young & Rubicam, reported gross income of $25,878,000 in 1983 on estimated billings of $173,000,000. In 1982, it reported gross income of $23,840,000 on estimated billings of $159,000,000.

The agency's 1983 U.S. volume is estimated at $125,000,000 in 1983 and $115,000,000 in 1982. The agency's overseas volume is estimated at $48,000,000 in 1983 and $44,000,000 in 1982.

In 1983, the agency gained J. Aron & Co. (U.S. gold), Avis Rent A Car System, General Foods (Gevalia) Nynex Mobile Communications and Save the Children Federation. It lost Government Employees Insurance Co. and Shillcraft.

Overseas, the agency's gains included Home Publishing, Craftmatic, Comp-u-Card, British Petroleum, Pan American, and Investia. It lost Money Market Fund (Germany).

Billings breakdown: Newspapers 37%, magazines 26%, supplements 5%, radio 1%, network tv 3%, spot tv 22%, direct mail 4%, other 2%.

The agency has 389 employes in 14 offices, including 257 in three U.S. offices. A year ago it had 381 employes in 15 offices, including 249 in three U.S. offices.

Top execs: Lester Wunderman, chairman; G. Steven Dapper, Gary T. Andrews, Raymond V. Dempsey, Thomas Knowlton, exec vps; Anthony V. Bossone, senior vp.

Phone: (212) 909-0100.

### Young & Rubicam

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $274,378,000 | $246,692,000 |
| International | 139,618,000 | 129,873,000 |
| Total | $413,996,000 | $376,565,000 |

Young & Rubicam, New York, reported gross income of $413,996,000 in 1983 on billings of $2,761,353,000. In 1982, it reported gross income of $376,565,000 on billings of $2,511,689,000.

The agency's 1983 U.S. volume was estimated at $1,827,900,000, including some $1,300,000,000 in media, $325,000,000 in materials and services and $202,900,000 in capitalized fees. Its 1982 volume was estimated at $1,645,435,000, including $1,150,000,000 in media, $300,000,000 in materials and services and $195,435,000 in capitalized fees.

The agency's overseas volume was estimated at $933,453,000 in 1983 and $866,254,000 in 1982.

Included in the agency's figures are those of U.S. subsidiaries:

- Hutchins/Y&R
- Sive Associates
- Y&R/Zemp
- Creswell, Munsell, Fultz & Zirbel
- Rives, Smith, Baldwin & Carlberg
- Marsteller Inc. (including Marsteller Advertising and Burson-Marsteller)
- Cato Johnson
- CYB
- Y&R Special Markets
- Chapman Direct Marketing
- Stone & Adler
- Sudler & Hennessey
- Wunderman, Ricotta & Kline
- DYR (a joint venture with Denstu, Japan).

In 1983, the agency gained S.B. Thomas (Thomas' English muffins), American Home Products' Whitehall Laboratories (Maximum Strength Anacin, Anbesol, Bronitin, Sleepeze, Neet and Semicid), U.S. Postal Service, Gillette Co. (Silkience and For Oily Hair Only), Colgate-Palmolive (Fresh Start, Irish Spring, Ajax and Dentagard), Ford Motor Co.'s XR-4, Pabst Brewing Co. (Pabst Extra Light, Olympia, Olympia Gold, Hamms beers). It resigned Holiday Inns and Atari coin operated games. It lost Procter & Gamble (Spic & Span, Dash, Brigade) and Atari computers.

Overseas, the agency gained Colgate-Palmolive (Holland, Belgium, Sweden, Denmark, United Kingdom, Italy, Norway, France, West Germany, Sweden, Austria, Switzerland, Canada, Mexico, Puerto Rico, Hong Kong and Australia), Kodak (Holland, Switzerland, Brussels, West Germany, France, Norway, Austria), Richardson-Vicks/-West Germany, Royal Canadian Mint/West Germany, Grand Metropolitan's Special Beer Co./U.K., General Foods's Kafe Hag/U.K., Suchard and Pernod Ricard/France, and ANZ/Australia.

It resigned Procter & Gamble in Holland, Switzerland, Belgium, West Germany, the U.K., Spain, Italy, France, Sweden, Austria, Canada, Argentina, Mexico, Australia, Hong Kong, Singapore, Tokyo and Kuala Lumpur, and lost Atari in several European countries, plus San Juan, Santiago and Hong Kong.

Billings breakdown: Newspapers 9.1%, magazines 13.9%, supplements 0.6%, radio 4.6%, network tv 36.8%, spot tv 20%, cable tv 1.8%, outdoor 1.1%, business papers 4.9%, farm publications 0.8%, transit advertising 0.4%, direct mail 1.1%, other 4.9%.

The agency has 7,745 employes in 155 offices, including 4,424 in 41 U.S. offices. A year ago it had 7,025 employes in 140 offices, including 4,086 in 40 U.S. offices.

Top execs: Edward N. Ney, chairman-ceo; Alexander Kroll, president-chief operating officer; Peter Georgescu, president, Y&R International; Harold Burson, exec vp, chairman and ceo, Burson-Marsteller; Richard C. Christian, exec vp, president-ceo, Marsteller Inc.; Jay McNamara, president, Y&R USA; Joseph E. De Deo, exec vp, president, Y&R Europe; George C. Deecken, exec vp, chief financial officer and treasurer; Robert A. Jelinek, exec vp, general counsel and secretary; Arthur Klein, exec vp; James Dowling, president, Burson-Marsteller; Roby Harrington, exec vp, Y&R USA; Lester Wunderman, chairman, Wunderman, Ricotta & Kline; John McGarry, exec vp, Y&R USA.

Phone: (212) 210-3000.

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## Category profiles: Cream liqueurs

**The success of Irish cream drinks may be behind the debut of other cream liqueurs, including Grand Marnier, Haagen-Dazs and Gold Rush.**

**TBWA Advertising**

Häagen-Dazs Cream Liqueur
The dream comes true.

**McCaffrey & McCall**

INTRODUCING
IT'S RUM...
AND THEN SOME.

**Laurence, Charles & Free**

# Agencies: $5 million to $15 million

## AC&R Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $12,194,000 | $10,532,000 |
| International | 730,000 | 576,000 |
| Total | $12,924,000 | $11,108,000 |

AC&R Advertising, New York, N.Y., a Ted Bates & Co. subsidiary, reported gross income of $12,924,000 in 1983 on billings of $82,627,000. In 1982, it reported gross income of $11,108,000 on billings of $71,207,000.

The agency's 1983 U.S. volume of $77,450,000 consisted of $59,382,000 in media, $15,247,000 in materials and services and $2,821,000 in capitalized fees. Its 1982 U.S. volume of $67,321,000 consisted of $54,100,000 in media, $11,413,000 in materials and services and $1,808,000 in capitalized fees.

The agency's 1983 overseas volume of $5,177,000 consisted of $3,721,000 in media, $956,000 in materials and services and $500,000 in capitalized fees. Its 1982 foreign volume of $3,886,000 consisted of $2,796,000 in media, $590,000 in materials and services and $500,000 in capitalized fees.

In 1983, the agency gained Puerto Rico Tourism Co., Duofold, N-Erlanger-Blumgart, Perkin-Elmer, Arista International, Avon Books, Keepsake, Traveline, Brahma beer, the Greek National Tourist Office and Rodier-Paris.

It lost Olympia and Sci-Com computers.

Billings breakdown: Newspapers 6.3%, magazines 32.7%, radio 1.9%, network television 9.4%, spot tv 42.7%, outdoor 0.4% and business papers 6.6%.

The agency has 207 employes. A year ago it had 180. Top execs: Stephen Rose, chairman; Alvin Chereskin, president; Louis Miano, vice-chairman; Kaz Kudo, Harry Koenig, Sheldon Marks, Mort Weinstein, exec vps.

Phone: (212) 685-2500.

## AdCom Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,481,800 | $3,311,250 |
| Total | $6,481,800 | $3,311,250 |

AdCom Inc., Chicago, a subsidiary of Quaker Oats, had estimated gross income of $6,481,800 in 1983 on billings of $43,212,000. In 1982, it reported gross income of $3,311,250 on billings of $22,075,000.

The agency's 1983 volume consisted of $36,212,000 in media, $4,818,000 in materials and services and $2,182,000 in capitalized fees. Its 1982 volume consisted of $16,971,000 in media, $2,820,000 in materials and services and $2,284,000 in capitalized fees.

In 1983, the agency gained Quaker Chewy granola bars, handling its national rollout, Choco Crunch and new product concept assignments.

It lost U.S. Games.

Billings breakdown: Newspapers 2%, magazines 8%, radio 1%, network tv 49%, spot tv 39%, cable tv 1%.

The agency has 52 employes. A year ago it had 49. Top exec: Gary R. Bayer, president.

Phone: (312) 222-8900.

## Advertising to Women

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $7,500,000 | $6,900,000 |
| Total | $7,500,000 | $6,900,000 |

Advertising to Women, New York, reported gross income of $7,500,000 in 1983 on billings of $60,000,000. In 1982, it reported gross income of $6,900,000 on billings of $46,000,000.

The agency did not break out its volume for either year.

In 1983, the agency gained no accounts.

It resigned Minnetonka Inc.

Billings breakdown: Newspapers 1%, magazines 11%, radio 3%, network tv 70%, spot tv 12%, cable tv 2%, business papers 1%.

The agency has 77 employes in one office; a year ago it had 89 employes. Top execs: E.W. Kelley, chairman; Lois Geraci Ernst, president-ceo; F. Phillip Geraci, Walter Klores, senior vps.

Phone: (212) 688-4675.

## Allen & Dorward

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,680,000 | $4,980,000 |
| Total | $5,680,000 | $4,980,000 |

Allen & Dorward, San Francisco, reported gross income of $5,680,000 in 1983 on billings of $37,300,000. In 1982, the agency reported gross income of $4,980,000 on billings of $28,900,000.

The agency's 1983 U.S. volume consisted of $32,200,000 in media and $5,100,000 in materials and services. Its 1982 U.S. volume consisted of $25,400,000 in media, and $3,500,000 in materials and services.

In 1983, the agency gained Castle & Cooke new product assignments, Eagle Computer, Seapac, Wine World, Gerlands, Houston Chevrolet Dealers, Mediclinic.

It lost Franklin Fund, Leslie Salt, Zact, radio station KYUU-FM, television station KGO-TV, Restaurant Developers.

Billings breakdown: Newspapers 17%, magazines 13%, radio 30%, spot tv 30%, cable tv 1%, outdoor 3%, farm publications 5%, transit advertising 1%.

The agency has 123 employes in two offices.

Top execs: Donald F. Dorward, president-ceo; Robert Hoffman, Joseph Van Trump, exec vps.

Phone: (415) 956-7470.

## Altschiller Reitzfeld Solin

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,416,000 | $5,199,600 |
| Total | $5,416,000 | $5,199,600 |

Altschiller Reitzfeld Solin Advertising, New York, reported gross income of $5,416,000 in 1983 on billings of $44,781,000. In 1982, it reported gross income of $5,199,600 on billings of $42,972,000.

The agency officially split off from Norman, Craig & Kummel in early 1984.

It was not included in the NCK group now being purchased by FCB International because of account conflicts with existing Foote, Cone & Belding business.

The agency's 1983 U.S. volume consisted of $34,467,000 in media, $2,551,000 in materials and services and $7,763,000 in capitalized fees.

The agency's 1982 U.S. volume consisted of $33,095,000 in media, $2,475,000 in materials and services and $7,402,000 in capitalized fees.

In 1983, the agency gained Brace-Aid, Commerce Drug Co., Rid and Bonine, Pfizer Pfipharmecs division, and Mon Cheri chocolates, Ferrero USA.

Billings breakdown: Newspapers 5%, magazines 10%, radio 3%, network tv 10%, spot tv 70%, business papers 2%.

The agency has 52 employes. A year ago it had 53. Top execs: David Altschiller, chairman; Robert Reitzfeld, vice-chairman; Darrol Solin, president.

Phone: (212) 586-1400.

## Ammirati & Puris

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,700,000 | $6,900,000 |
| Total | $8,700,000 | $6,900,000 |

Ammirati & Puris, New York, reported gross income of $8,700,000 in 1983 on billings of $58,000,000. In 1982, it reported gross income of $6,900,000 on billings of $46,000,000.

The agency's 1983 U.S. volume consisted of $51,000,000 in media and $7,000,000 in materials and services. Its 1982 U.S. volume consisted of $41,000,000 in media and $5,000,000 in materials and services.

In 1983, the agency gained Schweppes, Oppenheimer Management Corp., NYNEX, BMW Dealer Groups and Sony Hi-Fi.

It resigned "Business Times."

Billings breakdown: Magazines 40%, radio 5%, network tv 10%, spot tv 33%, cable tv 2%, outdoor 10%.

The agency has 112 employes in four offices. A year ago it had 84 employes in two offices. Top execs: Ralph Ammirati, chairman-creative director; Martin Puris, president-ceo; Ted Hazard, Edward Vick, exec vps; Art Molesphini, senior vp-media director; Vivian Young, senior vp-research director; Philip Palazzo, senior vp-chief financial officer.

Phone: (212) 752-8500.

## Arnold & Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,532,400 | $7,598,627 |
| Total | $8,532,400 | $7,598,627 |

Arnold & Company, Boston, reported gross income of $8,532,400 in 1983 on billings of $62,910,619. In 1982, it reported gross income of $7,598,627 on billings of $50,682,842.

The agency's 1983 volume consisted of $48,870,269 in media, and $14,040,350 in capitalized fees. Its 1982 volume consisted of $38,009,842 in media, and $12,673,000 in capitalized fees.

In 1983, the agency gained Boston Stock Exchange, Jackson Construction, Omnidentix, Ryan Elliott & Co., Visual Computers, Milton's, Mitsubishi Foods, State Line, Seven-Up Bottling Co.

It lost Tufts HMO, France America, Mutual Bank, Crosby Valve & Gage.

Billings breakdown: Newspapers 8%, magazines 4%, radio 12%, network tv 4%, spot tv 45%, cable tv 2%, outdoor 1%, business papers 10%, direct mail 2%, other 12%.

The agency has 171 employes in five offices; a year ago it had 196 employes in seven offices.Top execs: Arnold Rosoff, chairman; Gerard F. Golden, president; Marie Kachinski, Lee LeBlanc, Lawrence Green, Jeffrey Wheeler, Leonard Karsakov, Jack Cantwell, senior vps; Wilson Siebert, vp.

Phone: (617) 357-1900.

## Avrett, Free & Ginsberg

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,975,415 | $8,310,570 |
| Total | $8,975,415 | $8,310,570 |

Avrett, Free & Ginsberg, New York, reported gross income of $8,975,415 in 1983 on billings of $79,281,000. In 1982, it reported gross income of $8,310,570 on billings of $74,849,000.

The agency's 1983 volume was not broken out. Its 1982 volume consisted of $60,627,000 in media, $8,105,000 in materials and services and $6,117,000 in capitalized fees.

In 1983, the agency gained Beecham's Brylcreem and Lectric Shave, Casa Lupita Mexican restaurants.

It lost Estee.

Billings breakdown: Newspapers 5%, magazines 11%, supplements 4%, radio 6%, network tv 20%, spot tv 52%, business papers 2%.

The agency has 68 employes in one office; a year ago it had 78 employes. Top execs: John Avrett, chairman-ceo; Marcella Free, co-chairman; Frank Ginsberg, senior exec vp; John LaRock, Ron Thomas, Don Bandman and Sheldon Holzer, exec vps; Jose Abarquez, Sue Costa, senior vps.

Phone: (212) 832-3800.

## BDA/BBDO

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $9,388,002 | $7,726,000 |
| Total | $9,388,002 | $7,726,000 |

BDA/BBDO, Atlanta, a subsidiary of BBDO, reported gross income of $9,388,002 in 1983 on billings of $62,586,680. In 1982, it reported gross income of $7,726,452 on billings of $51,509,680.

The agency's 1983 volume consisted of $54,348,940 in media, $4,434,920 in materials and services and $3,802,820 in capitalized fees. Its 1982 volume consisted of $44,354,300 in media, $3,459,620 in materials and services and $3,695,760 in capitalized fees.

In 1983, the agency gained Monarch Plaza, Southern Dodge Advertising Assn. and Southeastern Dodge Advertising Assn.

It lost Ransome Airlines and Guide Services.

Billings breakdown: Newspapers 45.4%, magazines 7.7%, radio 19.5%, spot tv 20.9%, outdoor 6.5%.

The agency has 91 employes in two offices. A year ago it had 87 employes in two offices. Top exec: F. Glenn Verrill, president.

Phone: (404) 231-1700.

## Mort Barish Associates

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,000,000 | $1,210,000 |
| Total | $5,000,000 | $1,210,000 |

Mort Barish Associates, Princeton, N.J., reported gross income of $5,000,000 in 1983 on billings of $21,340,000. In 1982, it reported gross income of $1,210,000 on billings of $15,900,000.

The agency's 1983 U.S. volume consisted of $2,000,000 in media, $6,000,000 in materials and services and $13,340,000 in capitalized fees. Its 1982 U.S. volume consisted of $3,000,000 in media, $1,500,000 in materials and services and $11,400,000 in capitalized fees.

In 1983, the agency gained DeskTop Software, Crestwood Village, Intelligent Information Systems, IBM work station products, Advanced Computer Systems, Computer Encounter, Handy Store Fixtures, Tri-Delta Technology, A.O. Smith Corp., Prime Cable, Penn Mutual and Harry Strauss & Sons.

Billings breakdown: Newspapers 15%, magazines 30%, supplements 5%, radio 5%, network tv 5%, cable tv 3%, outdoor 5%, business papers 5%, farm publications 5%, point of sale 5%, direct mail 5%, other 12%.

The agency has 28 employes. A year ago it had 20 employes. Top exec: Mort Barish, president.

Phone: (609) 924-7500.

## Barnum Communications

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,587,000 | $6,121,000 |
| Total | $6,587,000 | $6,121,000 |

Barnum Communications, New York, reported gross income of $6,587,000 in 1983 on billings of $43,340,000. In 1982, it reported gross income of $6,121,000 on billings of $40,292,000.

The agency's 1983 volume consisted of $14,630,000 in media, $3,304,000 in materials and services and $25,406,000 in capitalized fees. Its 1982 volume consisted of $13,800,000

## PORTFOLIO: Agency of the Year candidate

## Young & Rubicam

Young & Rubicam's advertising for 1983 stood out from the crowd primarily because of its production values, in the estimation of ADVERTISING AGE editors.

It appears that no matter what the campaign, the execution was handled impeccably.

Of course, Y&R, with 1983 billings of $1.828 billion in the U.S., works for major clients with giant production budgets. For example, one of the recent Dr Pepper commercials boasts a cast of hundreds, and sets that recreate a world of centuries past.

A 60-second commercial for New York Telephone Co. depicts a couple through 50 years of their relationship —from their courtship in the 1930s up through the present. Costumes, settings and props all work together to convey the message that NYTEL has been providing service for the last 100 years.

In introducing Kodak Trimprint instant film, the agency used a technique called "motion control" to take the Trimprint on a journey through space.

Even in the most straightforward commercial on its reel—opera star Leontyne Price's musical appeal for the United Negro College Fund—it was the starkly simple presentation that made the agency's commercial dramatic.

AT&T

Dr Pepper

SUPPORT THE
UNITED NEGRO COLLEGE FUND

United Negro College Fund

in media, $2,967,000 in materials and services and $23,525,000 in capitalized fees.

Included in the agency's figures are the billings and income of the follow- ñg U.S. subsidiaries: Barnum/Se- unda Associates, Tyree & Gardner and The Barnum Group.

In 1982, the agency gained DuPont Medical X-Ray, E.I. du Pont de Ne- ours & Co. (pharmaceutical prod- :s), Audec Corp. and Crittenden-Or- ge Blossom Fruit.

t lost Ortho Pharmaceuticals.

Billings breakdown: Newspapers %, magazines 62%, radio 2%, network 11%, spot tv 10%, direct mail 8%.

The agency has 92 employes in eight ces.

A year ago it had 80 employes in ht offices.

op execs: H.J. Barnum Jr., chair- in; Dorothy M. Philips, president; nton Bond, John H. Woodcock, se- or vps; Eugene Secunda, president of rnum/Secunda Associates.

Phone: (212) 221-7363.

## Beber, Silverstein & Partners

| oss Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,500,000 | $7,000,000 |
| Total | $8,500,000 | $7,000,000 |

Beber, Silverstein & Partners, ami, reported gross income of ,500,000 in 1983 on billings of 44,200,000. In 1982, it reported gross ncome of $7,000,000 on billings of 35,000,000.

Beber, Silverstein & Partners' 1983 lume consisted of $36,000,000 in dia, $3,500,000 in materials and vices and $4,700,000 in capitalized s.

ts 1982 volume consisted of 30,000,000 in media, $2,000,000 in aterials and services and $3,000,000 in capitalized fees.

In 1983, the agency gained Bacardi, verage Canners International, Secu- y First, Retirement Corp. of erica, Metropolitan Mortgage, ntinental Cos., Florida Express Air- s.

illings breakdown: Newspapers 6, magazines 18%, supplements 2%, io 5%, network tv 18%, spot tv 30%, tdoor 2%, business papers 1%, other 6.

The agency has 70 employes in two fices; a year ago it had 50 employes two offices.

Top execs: Joyce Beber, president; ine Silverstein, exec vp.

Phone: (305) 856-9800.

## Robert A. Becker Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,360,000 | $5,021,000 |
| Total | $5,360,000 | $5,021,000 |

Robert A. Becker Inc., New York, ported gross income of $5,360,000 in 983 on billings of $44,521,700.

In 1982, the agency reported gross come of $5,021,000 on billings of 33,500,000.

The agency's 1983 volume consisted of $14,128,000 in media, $2,112,700 in materials and services and $28,281,000 in capitalized fees.

The agency's 1982 U.S. volume consisted of $15,889,000 in media, $5,585,300 in materials and services and $12,025,700 in capitalized fees.

In 1983, the agency gained Schering-Plough's Schering division, Sandoz Pharmaceuticals, Chibret International, Mead Johnson's BuSpar, Pfizer Inc.'s Tioconazole.

Billings breakdown: Medical and trade 50%, direct mail 20%, other 30%.

The agency has 90 employes in one office; a year ago it had 75 employes in one office.

Top execs: Robert A. Becker, president; Norman Franklin, Joel Lauber, David Charney, Edward Maitland, Raymond Perry, senior vps.

Phone: (212) 922-1000.

## Brouillard Communications

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,538,000 | $7,290,932 |
| Total | $6,538,000 | $7,290,932 |

Brouillard Communications, New York, a unit of J. Walter Thompson Co., reported gross income of $6,538,000 in 1983 on billings of $43,924,836. In 1982, it reported gross income of $7,290,932 on billings of $48,914,339.

The agency's 1983 volume consisted of $34,041,322 in media, $4,518,834 in materials and services and $5,364,680 in capitalized fees. Its 1982 volume consisted of $34,109,011 in media, $6,295,882 in materials and services and $8,509,446 in capitalized fees.

In 1983, the agency gained American Society of Interior Designers, Texas American Bank, Olympia, Bradford National Corp.

It lost Olivetti, Harris, Marsh & McLellan.

Billings breakdown: Newspapers 22%, magazines 22%, supplements 14%, radio 3%, network tv 31%, spot tv 8%.

The agency has 100 employes in two offices, the same number it had a year ago.

Top execs: Joseph Brouillard, president; James H. Foster, exec vp; Irene A. Hansen, Richard H. Eyman, Robert Scott, Henry W. Rissmeyer, Richard E. Evans, Carl LeVander, Frank Massaro, Betsy Halpern, senior vps.

Phone: (212) 867-8300.

## Earle Palmer Brown Cos.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $7,358,623 | $5,607,904 |
| Total | $7,358,623 | $5,607,904 |

The Earle Palmer Brown Cos., Bethesda, Md., reported gross income of $7,358,623 in 1983 on billings of $51,107,543. In 1982, it reported gross income of $5,607,904 on billings of $39,268,423.

The agency's 1983 volume consisted of $28,346,431 in media, $8,092,388 in materials and services and $14,668,724 in capitalized fees. Its 1982 volume consisted of $21,831,046 in media, $6,182,338 in materials and services and $11,255,039 in capitalized fees.

Included in the agency's figures are those from its U.S. subsidiaries:

- Earle Palmer Brown Advertising
- Brown Direct
- EPB Public Relations
- Brown Design & Promotion

In 1983, the agency gained American Assn. of Retired Persons, Chevy Chase S&L, Ceico Annuity & Insurance, Time-Life, NV Homes, Sageway Stores, *The Baltimore Sun*, The Acacia Group, Legg Mason Stockbrokers, Rennie Mae, Infomatics. It lost Hecht's, DavCo Foods, Scarborough Homes.

Billings breakdown: Newspapers and supplements 31%, radio and tv 40%, magazines 17%, outdoor 1%, direct mail 11%.

The agency has 160 employes; a year ago it had 125 employes. Top execs: Earle Palmer Brown, chairman; Jeremy E. Brown, ceo-president; Mark Goldstein, exec vp-chief operating officer; James Cobb, exec vp; Sally McHugh, Gerry Grosso, Ernest Anderson, Eric Hatch, John McLaughlin, Bob Wilkinson, Charles Lerner, John Tikoian, senior vps.

Phone: (301) 986-0510.

## Burton-Campbell

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,337,662 | $4,072,850 |
| Total | $5,337,662 | $4,072,850 |

Burton-Campbell, Atlanta, reported gross income of $5,337,662 in 1983 on billings of $36,614,034.

In 1982, it reported gross income of $4,072,850 on billings of $26,933,163.

The agency's 1983 volume consisted of $21,513,865 in media, $5,560,105 in materials and services and $9,540,064 in capitalized fees. Its 1982 volume consisted of $14,629,686 in media, $4,705,224 in materials and services and $7,598,253 in capitalized fees.

In 1983, the agency gained BellSouth Corp., First Union Mortgage Corp., Health Dent Inc., Luther's Bar-B-Que Inc., Northern Electric Co., Technicon Data Systems.

It lost Wendy's Old Fashioned Hamburgers, Kimberly-Clark, Industrial Wiper division and Insurance Systems of America.

Billings breakdown: Newspapers 22%, magazines 40%, radio 7%, all tv 30%, outdoor 1%.

The agency has 103 employes, a year ago it had 88.

Top execs: Ron Scharbo, chairman-president; Gabe Massimi, vice-chairman.

Phone: (404) 881-8585.

## Harold Cabot & Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,885,250 | $4,800,000 |
| Total* | $5,885,250 | $4,800,000 |

*AA estimate

Harold Cabot & Co., Boston, had estimated gross income of $5,885,250 in 1983 on billings of $39,235,000.

In 1982, it had estimated gross income of $4,800,000 on billings of $32,000,000.

The agency did not supply a volume breakdown.

In 1982, the agency gained NYNEX Business Systems, NYNEX Information Resources, Papa Gino's of America, F.W. Woolworth's Richmond Bros. division, Prime Computer and WEEI Radio.

It lost IDE Associates and Texon.

The agency did not break down its media.

The agency has 101 employes in one office.

A year ago it had 92 employes in one office.

Top exec: James I. Summers, president-ceo.

Phone: (617) 426-7600.

## Cadwell Davis Partners

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,297,000 | $5,366,000 |
| Total | $5,297,000 | $5,366,000 |

Cadwell Davis Partners, New York, reported gross income of $5,297,000 in 1983 on billings of $42,472,000.

In 1982, it reported gross income of $5,366,000 on billings of $43,500,000.

The agency's 1983 volume consisted of $36,812,000 in media, $1,514,000 in materials and services and $4,146,000 in capitalized fees.

The agency's1982 volume consisted of $33,538,000 in media, $2,330,000 in materials and services and $7,632,000 in capitalized fees.

In 1983, the agency gained additional products from Johnson & Johnson baby products, Conde Nast Publications' LTD magazine package, McNeil Consumer Products, Badische Corp. (BASF), Johnson Matthey jewelry, and additional products from Revlon/Norcliff Thayer.

It lost no accounts.

Billings breakdown: Newspapers 0.5%, magazines 21.1%, radio 0.2%, network and spot tv 78.2%.

The agency has 60 employes. A year ago it had 58.

Top execs: Franchellie Cadwell, ceo; Herman Davis, chairman; Eugene Bartley, president; Robert Michaels, exec vp; Jeffrey Zeiler, David Michaelson, senior vps.

Phone: (212) 350-1500.

## Calet, Hirsch & Spector

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,300,000 | $8,800,000 |
| Total | $8,300,000 | $8,800,000 |

Calet, Hirsch & Spector, New York, reported gross income of $8,300,000 in 1983 on billings of $78,000,000. In 1982, it reported gross income of $8,800,000 on billings of $78,000,000.

The agency's 1983 volume consisted of $50,000,000 in media, $10,000,000 in materials and services and $18,000,000 in capitalized fees. Its 1982 volume consisted of $52,000,000 in media, $9,500,000 in materials and services and $16,500,000 in capitalized fees.

Included in the agency's figures are the financial results of its U.S. subsidiary Calet, Hirsch & Spector Florida.

In 1983, the agency gained The Southern Co., Bell's Scotch, Arthur Bell & Co., American Standard Plumbing, and Toshiba Tokyo corporate account.

It lost Corning Glass housewares division and Dollar Savings Bank.

Billings breakdown: Newspapers 7%, magazines 24%, radio 7%, network tv 18%, spot tv 32%, cable tv 1%, outdoor 8%, business papers 1%, transit advertising 1%, point of sale 1%.

The agency has 135 employes in two offices. A year ago it had 170 employes in two offices. Top exec: Larry Spector, president.

Phone: (212) 489-7300.

## Carrafiello-Diehl & Associates

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,015,000 | $4,650,000 |
| Total | $6,015,000 | $4,650,000 |

Carrafiello-Diehl & Associates, Irvington-on-Hudson, N.Y., reported gross income of $6,015,000 in 1983 on billings of $40,100,000. In 1982, it reported gross income of $4,650,000 on billings of $31,000,000.

The agency's 1983 volume consisted of $27,800,000 in media, $6,300,000 in materials and services and $5,500,000 in capitalized fees. Its 1982 volume consisted of $20,500,000 in media, $6,000,000 in materials and services and $4,500,000 in capitalized fees.

Not included in the agency's figures are the financial results of two U.S. subsidiaries, CDA Productions and CDA Research Labs.

In 1983, the agency gained Pine-Sol, Combat, new products for Shulton USA division, Fibermed, Purdue Frederick Co., and a new product assignment, Stroh Brewery Co.

It lost Pfizer's Leeming/Pacquin division.

Billings breakdown: Newspapers 2%, magazines 12%, radio 2%, network tv 46%, spot tv 6%, cable tv 2%, business papers 23%, point of sale 3%, direct mail 4%.

The agency has 93 employes. A year ago it had 93 employes. Top execs: A. Louis Carrafiello, president; Anthony B. Bennett, exec vp; Thomas G. Baldacci, Robert C. Brandt, Austin H. Gedney Jr. and William Green, senior vps.

Phone: (914) 591-9191.

## Chiat/Day

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $14,764,249 | $14,263,549 |
| Total | $14,764,249 | $14,263,549 |

Chiat/Day, Los Angeles, reported gross income of $14,764,249 and net income of $2,349,524 in 1983 on billings of $138,456,688, excluding billings of its Seattle office sold last year. In 1982, it reported gross income of $14,263,549 and net income of $2,168,059 on billings of $135,843,325.

The agency's 1983 volume consisted of $83,535,833 in media, $20,420,360 in materials and services and $34,466,029 in capitalized fees. Its 1982 volume consisted of $81,505,995 in media, $19,697,279 in materials and services and $34,640,051 in capitalized fees.

In 1983, the agency gained Home Savings, Nike, Businessland, Zact, Collagen, General Electric, Bristol-Myers (Clairol), TDK and Lebenthal.

It lost Allstate, Aames, Carnation, Olympia, Weinerschnitzel and Winston tires.

Billings breakdown: Newspapers 17%, magazines 32%, radio 4%, network tv 20%, spot tv 25%, outdoor 2%.

The agency has 240 employes in three offices.

A year ago it had 320 employes in four offices. Top exec: Jay Chiat, chairman.

Phone: (213) 622-7454.

## Cole & Weber

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $12,313,559 | $11,957,047 |
| Total | $12,313,559 | $11,957,047 |

Cole & Weber, Seattle, a subsidiary of Ogilvy & Mather International, had gross income of $12,313,559 in 1983 on billings of $85,157,940.

In 1982, the agency reported gross income of $11,957,047 on billings of $81,206,498.

The agency's 1983 volume consisted of $54,006,538 in media, $8,858,848 in materials and services and $22,292,554 in capitalized fees. Its 1982 volume consisted of $53,359,399 in media, $9,154,711 in materials and services and $18,692,388 in capitalized fees.

In 1983, the agency gained K2 Corp., Godfather Pizza, American Egg Board Assn., Quest International, Portland Clinic, Polytron Corp., Peter Pan Seafoods and Johannus of America.

The agency lost Nalley's Fine Foods, Nintendo hand-held games, Taco Bell of Washington and Adams Foods.

Billings breakdown: Newspapers 19%, magazines 16%, radio 19%, network tv 4%, spot tv 25%, outdoor 2%, business papers 14%, other 1%.

The agency has 185 employes in four offices.

A year ago it had 187 employes in four offices.

Top execs: Harold C. Dixon, chairman; Harold A. Newsom, president; Leonard L. Bartlett, vp; James W. Schulz, senior vp-treasurer; Richard G. Hadley, exec vp.

Phone: (206) 433-6200.

## Colle & McVoy

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,705,766 | $4,779,469 |
| Total* | $5,705,766 | $4,779,469 |

*AA estimate

Colle & McVoy, Minneapolis, had estimated gross income of $5,705,766 in 1983 on billings of $38,038,446. In 1982, it had estimated gross income of $4,779,469 on billings of $31,863,130.

The agency's 1983 volume consisted of $14,957,534 in media, $17,335,468 in materials and services and $5,745,444 in capitalized fees. Its 1982 volume consisted of $15,654,497 in media, $13,139,106 in materials and services and $3,069,527 in capitalized fees.

In 1982, the agency gained Ariens, Colonial S&L, International Minerals & Chemical, 3M Graphic Preparation Systems, 3M Print & Reprographic Products and Onan Co.

It lost First Federal LaCrosse, Larsen Olson Co. and Guaranty Savings.

Billings breakdown: Newspapers 21%, magazines 23%, radio 17%, network tv 22%, outdoor 2%, farm publications 13%, other 2%.

The agency has 125 employes in five offices.

A year ago it had 113 employes in five offices. Top exec: Ray Foley, president.

Phone: (612) 861-7181.

# Gross income of $5,000,000 to $15,000,000

## William Cook Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $6,099,428 | $5,446,244 |
| Total* .... | $6,099,428 | $5,446,244 |

*AA estimate

William Cook Advertising, Jacksonville, Fla., had estimated gross income of $6,099,428 in 1983 on billings of $40,662,856. In 1982, its gross income was estimated at $5,446,244 on billings of $36,308,294. The agency did not supply a volume breakdown.

Included in the agency's figures are those of its U.S. subsidiary William Cook Advertising, Miami. In 1983, the agency gained Kentucky Fried Chicken (south and southwest Florida co-ops), Deltona Corp. and Rush-Hampton Industries.

It lost Crutchfield Corp. and Maxwell Home Furnishings.

Billings breakdown: Newspapers 8%, magazines 6%, radio 5%, spot tv 76%, cable tv 0.5%, outdoor 2%, business papers 1%, point of sale 0.5%, direct mail 1%.

The agency has 111 employes in two offices. A year ago it had 104 employes in one office. Top execs: William Cook, chairman; Bernard C. Schramm Jr., president.

Phone: (904) 353-3911.

## Cramer-Krasselt

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ....... | $7,296,000 | $6,350,000 |
| Total ..... | $7,296,000 | $6,350,000 |

Cramer-Krasselt, Milwaukee, reported gross income of $7,296,000 in 1983 on billings of $50,189,000.

In 1982, the agency reported gross income of $6,350,000 on billings of $45,000,000.

The agency did not break out its volume for either year.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries:

- Cramer-Krasselt/Milwaukee
- Cramer-Krasselt/Chicago
- Cramer-Krasselt/Direct
- Cramer-Krasselt/Southwest

In 1983, the agency gained A.B. Dick, Agatha's flannel bedding, Allen-Edmonds Shoe Corp., Arco Metals division of Atlantic Richfield, Arizona Biltmore, Chernin's, Central Illinois Culligan Assn., Damart, Thermawear Inc., Dubuque Star Brewing Co., Citizen's Bank, E-Z Painter Corp., television station KNXV-TV, Kentucky Fried Chicken of Arizona and New Mexico, Monical's Pizza, Salt River Project, Sheraton Hotels/Chicago, Silvestri Corp., Wisconsin Bell Communications Co.

It lost Bell Webb, Spring Air Mattress, Culligan International.

Billings breakdown: Newspapers 8%, magazines 23%, radio 4%, network tv 21%, spot tv 26%, outdoor 1%, business papers 7%, direct mail 10%.

The agency has 114 employes in three offices; a year ago it had 109 employes in three offices.

Top execs: Robert L. Christiansen, chairman-ceo; C. Ross Littig Jr., vice-chairman; Theodore J. Wing, president-chief operating officer; Peter G. Krivkovich, president, Cramer-Krasselt/Chicago; Frank Becker, president, Cramer-Krasselt/Southwest; Paul S. Counsell, exec vp, Cramer-Krasselt; Rolf G. Normann, exec vp, Cramer-Krasselt/Chicago; William D Faude, senior vp; Robert J. Bradley, vp-controller.

Phone: (414) 276-3500.

## Creswell, Munsell, Fultz & Zirbel

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $7,340,000 | $6,565,000 |
| Total ..... | $7,340,000 | $6,565,000 |

Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Ia., a Young & Rubicam company, reported gross income of $7,340,000 in 1983 on billings of $48,960,000. In 1982, it reported gross income of $6,565,000 on billings of $43,800,000.

The agency did not supply a volume breakdown for 1983 or 1982.

In 1983, the agency gained Alnor Instrument Co., Teleconnect Co. (advertising and pr), Hometown Dairy and si pr assignments.

It lost Johnson Gas, Hicklin GM Diesel and RYKO Mfg. and one pr assignment.

Billings breakdown: Newspapers 3%, magazines 1%, radio 11%, spot tv 18%, cable tv 1%, outdoor 1%, business papers 3%, farm publications 25%, other (sales promotion, pr) 37%.

The agency has 137 employes in two offices. A year ago it had 136 employes in two offices. Top execs: E. William Munsell, chairman-exec vp, Y&R USA; Richard D. Meyocks, president-ceo; William J. Fultz, exec vp, Des Moines; Richard F. Mayes, senior vp, pr division; Marvin L. White, senior vp, Cedar Rapids.

Phone: (319) 395-6500.

## DBG&H Unlimited

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ....... | $5,799,960 | $3,884,701 |
| Total ..... | $5,799,960 | $3,884,701 |

DBG&H Unlimited, Dallas, reported gross income of $5,799,960 in 1983 on billings of $41,428,328. In 1982, it reported gross income of $3,884,701 on billings of $31,576,956.

The agency's 1983 U.S. volume consisted of $41,428,328 in media alone. Its 1982 U.S. volume consisted of $31,576,956 in media.

In 1983, the agency gained The Crescent, Barnes/Connally Investments, Russ Lyon Realty, Watson & Taylor, Artesia Waters, Angel Fire Resort, State of New Mexico Dept. of Tourism, Crockett Hotel, Tri-SOURCE, Callaway Properties.

It lost Greenbriar/Versailles Homes.

Billings breakdown: Newspapers 50%, magazines 20%, radio 7%, network tv 5%, outdoor 8%, direct mail 10%.

The agency has 167 employes in six offices. Last year it had 130 employes in five offices. Top execs: David C. Dozier, president; Sharon J. Baca, Martha L. Gallier, senior vps.

Phone: (214) 638-7723.

## Davis, Johnson, Mogul & Colombatto

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ....... | $11,830,100 | $9,004,000 |
| Total ..... | $11,830,100 | $9,004,000 |

Davis, Johnson, Mogul & Colombatto, Los Angeles, reported gross income of $11,830,100 in 1983 on billings of $78,916,760. In 1982, it reported gross income of $9,004,000 on billings of $60,030,000.

The agency's 1983 U.S. volume consisted of $62,830,000 in media, $9,160,000 in materials and services and $6,926,760 in capitalized fees. Its 1982 U.S. volume consisted of $47,170,000 in media, $7,720,000 in materials and services and $5,140,000 in capitalized fees.

Included in the agency's figures are those of its subsidiary DJMC Advertising.

In 1983 it gained Middle Atlantic Toyota Distributors, KGO-TV, Wild West Stores, Middle Atlantic Toyota Dealer Assns., Ole's Home Centers, Greater Los Angeles Visitors and Convention Bureau.

It lost Crown Zellerbach, George Bensen & Co., Raging Bear Productions.

Billings breakdown: Newspaper 15%, magazines 4%, radio 20%, net-work tv 2%, spot tv 55%, outdoor 4%.

The agency has 180 employes in five offices. A year ago it had 160 employe in four offices. Top execs: Robert Davis, Robert Colombatto, co-presidents; Brad Ball, senior vp; Fran McKibbin, exec vp.

Phone: (213) 383-3332.

## Diener/Hauser/Bates

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ....... | $12,924,000 | $12,563,000 |
| Total ..... | $12,924,000 | $12,563,000 |

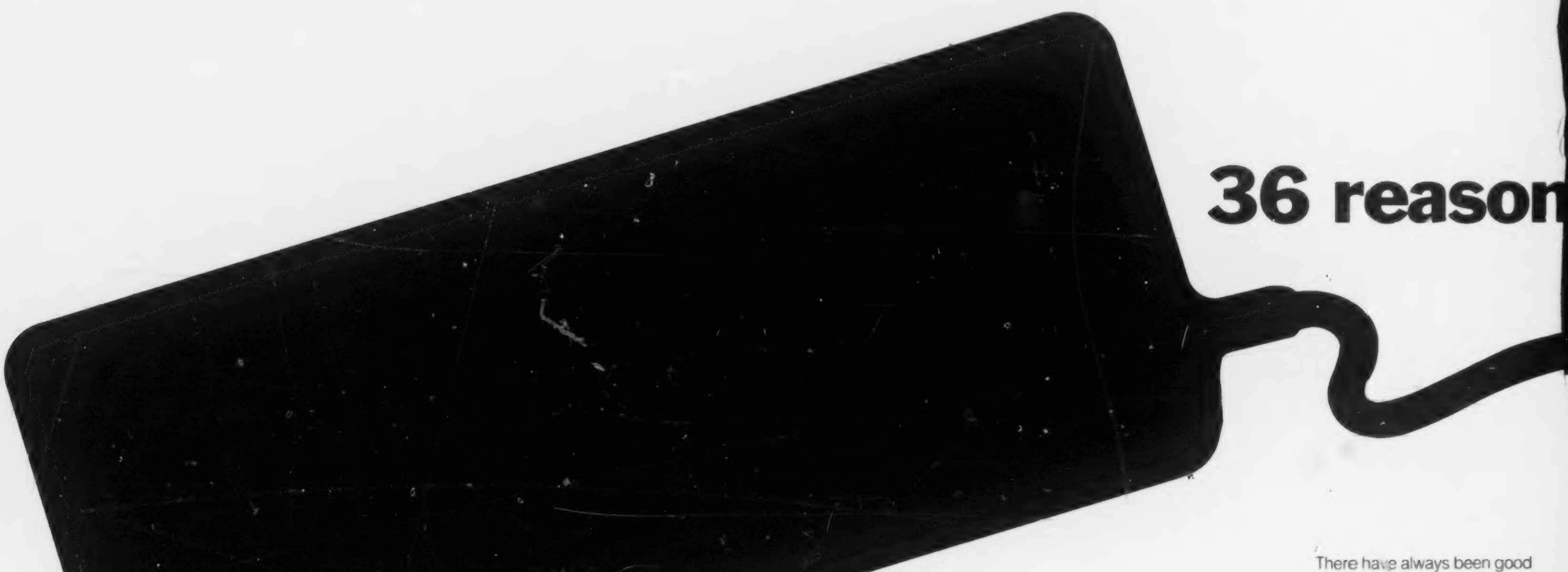
Diener/Hauser/Bates, New Yor part of the Ted Bates group, report gross income of $12,924,000 in 198 on billings of $131,784,000. In 1982, i reported gross income of $12,563,000 on billings of $101,364,000.

The agency's 1983 U.S. volume consisted of $124,014,000 in media, and $7,770,000 in materials and services. Its 1982 U.S. volume consisted of $92,990,000 in media, and $8,374,000 in materials and services.

In 1983, the agency gained Trans-Lux Corp.'s New York Experience and South Street Venture, the New York Racing Assn., and Ron Delsener Productions.

It lost MGM/UA Entertainment Co., Orion Pictures.

Billings breakdown: Newspapers 40%, magazines 10%, radio 3%, net-



There have always been good reasons for buying The Houston Chronicle. Now there are quite a few more.

Start with HBO, Cinemax, The Movie Channel and Showtime. Add ESPN, MTV, USA and the superstations.

work tv 15%, spot television 30%, outdoor 2%.

The agency has 204 employes in five offices; a year ago it had 200 employees in four offices.

Top execs: Herbert Hauser, chairman; Henry Weintraub, president-chief operating officer; David Dember, Norman Trell, exec vps; Perry Sperber, senior vp; Gene Cofsky, president-West Coast.

Phone: (212) 840-3300.

## Direct Marketing Agency

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,300,000 | $7,600,000 |
| Total | $8,300,000 | $7,600,000 |

Direct Marketing Agency, Stamford, Conn., reported gross income of $8,300,000 in 1983 on billings of $40,050,000.

In 1982, the agency reported gross income of $7,600,000 on billings of $37,000,000.

The agency's 1983 volume consisted of $600,000 in media, $2,100,000 in materials and services and $37,350,000 in capitalized fees. Its 1982 volume consisted of $400,000 in media, $2,000,000 in materials and services and $34,600,000 in capitalized fees.

In 1982, the agency gained First Federal S&L, Home Life Insurance and IPC Communications.

It lost no accounts.

Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, direct mail, 85%.

The agency has 54 employes.

A year ago it had 53 employes.

Top execs: Norman J. Suslock, chairman-president; Ira Wolff, exec vp; Robert J. McKeown, senior vp.

Phone: (203) 357-7895.

## Eisaman, Johns & Laws

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $14,300,000 | $15,100,000 |
| Total | $14,300,000 | $15,100,000 |

Eisaman, Johns & Laws, Los Angeles, reported gross income of $14,300,000 in 1983 on billings of $95,333,300. In 1982, it reported gross income of $15,100,000 on billings of $106,768,000.

The agency's 1983 volume consisted of $86,365,300 in media, $6,300,000 in materials and services and $2,668,000 in capitalized fees. Its 1982 U.S. volume consisted of $96,550,000 in media, $7,450,000 in materials and services and $2,768,000 in capitalized fees.

In 1983, the agency gained Cadillac Dealers Advertising Assns. in St. Louis, Dallas, Miami, Memphis, Little Rock, Jackson, Shreveport and New Orleans, Comet Rice, Command Performance, Giorgio Parfum, Jafra Cosmetics, Pacific Express, Sanwa Foods, Whataburger, WKQX-FM, Chicago.

It lost Chevrolet Dealers Advertising Assns. in Maine, Long Island, eastern Massachusetts and central Florida, American Stores Co., Oak Tree Racing Assn., Houston division, U.S. Homes Corp.

Billings breakdown: Newspapers 9%, magazines 29%, supplements 3%, radio 16%, network tv 9%, spot tv 28%, cable tv less than 1%, outdoor 4%, business papers 0.5%, transit advertising 0.5%.

The agency has 170 employes in five offices. A year ago it had 195 employes in five offices. Top execs: J.R. Eisaman III, chairman; Robert F. Laws, president; Adrienne Hall, vice-chairman; Jack J. Leener, Don Pingaro, Dean R. Laws, James F. Benson, Dennis R. Coe, exec vps; Richard Westman, president, southwest division-exec vp, Pennzoil accounts.

Phone: (213) 469-1234.

## Elkman Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,725,875 | $5,238,390 |
| Total | $5,725,875 | $5,238,390 |

Elkman Advertising, Bala Cynwyd, Pa., had estimated gross income of $5,725,875 in 1983 on billings of $38,172,500. In 1982, it had estimated gross income of $5,238,390 on billings of $34,922,600. The agency's 1983 volume consisted of $23,000,000 in media, $3,500,000 in materials and services and $11,672,500 in capitalized fees. Its 1982 volume consisted of $20,000,000 in media, $3,050,000 in materials and services and $11,872,600 in capitalized fees.

In 1983, the agency gained Goldenberg Candy, Kleinert's Inc., Key Foods Group, Mitnick Development Corp., Copelco, Florida House Inc. It lost Hill International, Tannen Towers.

Billings breakdown: Newspapers 13%, magazines 5%, radio 18%, spot tv 59%, outdoor 1%, business papers 2%, direct mail 1%, other 1%.

The agency has 100 employes in two offices; a year ago it had 105 employes in two offices. Top execs: Stanley Elkman, ceo; Donald Tuckerman, president; Donald Rosenblit, exec vp; David Phillips, senior vp.

Phone (215) 835-2400.

## Epsilon

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $10,000,000 | $7,600,000 |
| Total | $10,000,000 | $7,600,000 |

Epsilon, Burlington, Mass., a direct mail agency, reported gross income of $10,000,000 in 1983 on capitalized volume of $50,840,000. In 1982, it reported gross income of $7,600,000 on billings of $38,505,000. Its net income was $1,500,000 in 1983 and $700,000 in 1982.

The agency's 1983 volume consisted of $3,500,000 in materials and services and $47,340,000 in capitalized fees. Its 1982 volume consisted of 2,500,000 in materials and services and $36,005,000 in capitalized fees.

In 1983, the agency gained American Cablevision, Boots Pharmaceuticals, Data General, Fisons Corp., Polaroid, Rowell Laboratories, Squibb & Sons, Tower, Perrin Forster & Crosby.

It lost no accounts.

Billings breakdown: Spot tv 0.5%, point of sale 0.5%, direct mail 99%.

The agency has 150 employes in four offices; a year ago it had 80 employes in three offices. Top exec: Thomas O. Jones, president-ceo.

Phone: (617) 273-0250.

## Evans Communications

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $11,625,000 | $10,575,000 |
| Total | $11,625,000 | $10,575,000 |

Evans Communications, formerly David W. Evans Inc., Salt Lake City, reported gross income of $11,625,000 in 1983 on billings of $77,500,000. In 1982, it reported gross income of $10,575,000 on billings of $70,500,000.

The agency's 1983 volume consisted of $40,000,000 in media, $13,500,000 in materials and services and $24,000,000 in capitalized fees. Its 1982 volume consisted of $35,000,000 in media, $12,166,667 in materials and services and $23,333,333 in capitalized fees.

In 1983, the agency gained Arizona Wranglers, Central Colorado Bank, Metro Denver AMC Jeep-Renault Dealers, National Frozen Vegetable Council, Olympic National Bank, Western Washington Fair, Coors Food Products, Dell Trailer Construction Co., North American Blueberry Council, Smith & Nephew, Software Centre International, Stuart Auto Products, O'Malley Building Materials.

It lost Colorado Division of Tourism, Entz White, Utah Transit Authority, United Banks of Colorado.

Billings breakdown: Newspapers 17%, magazines 25%, radio 23%, spot tv 32%, outdoor 3%.

The agency has 227 employes in nine offices; a year ago it had 213 employes in nine offices. Top execs: L. Glen Snarr, ceo; G. Robert Ruff, president.

Phone: (801) 364-7452.

## Fahlgren & Ferriss

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $7,500,000 | $7,200,000 |
| Total | $7,500,000 | $7,200,000 |

Fahlgren & Ferriss, Parkersburg, W.Va., reported gross income of $7,500,000 in 1983 on billings of $50,000,200. In 1982, it reported gross income of $7,200,000 on billings of $48,024,000.

The agency's 1983 volume consisted of $27,184,000 in media, $4,380,000 in materials and services and $18,436,200 in capitalized fees. Its 1982 volume consisted of $24,509,000 in media, $4,665,000 in materials and services and $18,850,000 in capitalized fees.

In 1982, the agency gained Midwest Group of Funds, William Powell Co., totes, Arnold Industries, Enterprise Development and Portside.

It lost Lunkenheimer, ASF Sales, Doehler-Jarvis division of NL Industries.

Billings breakdown: Newspapers 5%, magazines 3%, radio 16%, network

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Houston cable penetration now stands at 40%. And among adults with household incomes over $35,000, the ones you want to reach most, 48% subscribe to cable.

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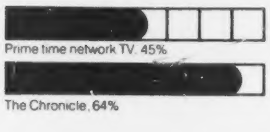
Solution? To increase your reach and frequency, make The Chronicle the primary part of your Houston media plan. As the largest newspaper in the Southwest, Chronicle penetration among adults with household income of $35,000+ is unmatched.

For example, a one week, $25,000 prime time local network spot TV schedule in Houston delivers only 45% of adults living in $35,000+ households. An equal investment in The Chronicle delivers 64% of these affluent adults*.

One week $25,000 media buy
Adults $35,000+ households



That's 142 extra GRP's. At no extra cost.

For a detailed media comparison, call our Research Manager collect, 713/220-7401. Under the circumstances, it's the only reasonable thing to do.

**Houston Chronicle**
The Primary Advertising Investment

*Source: Belden Multi-Media Study, 1983. Based on nine 30-second spots on local network affiliates. BAR estimates, versus five 1575-line Chronicle ads at national rate. Represented nationally by Sawyer Ferguson Walker

## Gross income of $5,000,000 to $15,000,000

tv 15%, spot tv 44%, outdoor 2%, business papers 13%, other 2%.

The agency has 135 employes in four offices. A year ago it had 150 employes in five offices.

Top execs: H. Smoot Fahlgren, president; Vincent J. Backley and James W. Swearingen, exec vps; Rodney B. Stegall, Donald H. Rice and Richard M. Imes, senior vps.

Phone: (304) 424-3591.

### Faller, Klenk & Quinlan

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $5,014,560 | $3,368,438 |
| Total ..... | $5,014,560 | $3,368,438 |

Faller, Klenk & Quinlan, Buffalo, N.Y., reported gross income of $5,014,560 in 1983 on billings of $30,248,310. In 1982, it reported gross income of $3,368,438 on billings of $20,847,385.

The agency's 1983 volume consisted of $17,086,000 in media, $9,874,000 in materials and services and $3,288,310 in capitalized fees. Its 1982 volume consisted of $12,030,539 in media, $6,762,486 in materials and services and $2,054,360 in capitalized fees.

Included are figures from U.S. subsidiaries Faller, Klenk & Quinlan of Tampa and Charlotte.

In 1983, the agency gained Gallery of Homes, Paramount Pictures, WRTX radio, William Cadden Co., Money Plex, Shelton Square Agency, Macrotel, Computer Task Group, British Honduras Tobacco.

It lost Noco Oil and WGR radio.

Billings breakdown: Newspapers 7%, magazines 14%, radio 10%, network tv 9%, spot tv 20%, cable tv 2%, business papers 15%, point of sale 10%, direct mail 11%, other 2%.

The agency has 128 employes in three offices. A year ago it had 91 employes in three offices. Top exec: Robert O. Faller, president.

Phone: (716) 688-1177.

### Fletcher/Mayo/-Associates

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $7,266,000 | $5,622,000 |
| Total ..... | $7,266,000 | $5,622,000 |

Fletcher/Mayo/Associates, St. Joseph, Mo., reported gross income of $7,266,000 in 1983 on billings of $67,308,000. In 1982, it reported gross income of $5,622,000 on billings of $51,328,000. Its net income was $1,157,000 in 1983 and $796,000 in 1982.

The agency's 1983 volume consisted of $14,046,000 in media, $5,318,000 in materials and services and $47,944,000 in capitalized fees. Its 1982 volume consisted of $10,693,000 in media, $4,170,000 in materials and services and $36,465,000 in capitalized fees.

The agency's figures do not include billings and income from its U.S. subsidiary, Agricom.

In 1982, the agency gained Clay Equipment, Evangelical Health Systems, Genetech and F.W. Witt & Co.

It lost Brackett, Century Engineering, Duncan Aviation, Hitachi and LMP Steel.

Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, spot tv 10%, outdoor 2%, business papers 14%, farm publications 32%, point of sale 9%, direct mail 2%, other 10%.

The agency has 165 employes in four offices. A year ago it had 150 employes in four offices.

Top execs: R.W. Fletcher, ceo; G.R. Mayo, president; J.L. Richie, G.E. Clement, H.P. Lammers, C.W. Teague, senior vps; D.D. Ballou, D.M. Eilers, J.M. Fletcher, J.J. Gampper, Q.F. Gilleland, M.O. Kane, A.K. Phelan, J.D. Tinnen, vps.

Phone: (816) 233-8261.

### GSD&M

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $6,689,600 | $2,832,127 |
| Total ..... | $6,689,600 | $2,832,127 |

GSD&M (Gurasich, Spence, Darilek & McClure), Austin, Tex., reported gross income of $6,689,600 in 1983 on billings of $47,318,700. In 1982, it reported gross income of $2,832,127 on billings of $24,734,560.

The agency's 1983 volume consisted of $23,297,400 in media, $9,394,500 in materials and services and $14,626,800 in capitalized fees. Its 1982 volume consisted of $13,066,456 in media, $3,613,450 in materials and services and $8,054,654 in capitalized fees.

Billings breakdown: Newspapers 36%, magazines 7%, radio 13%, network tv 5%, spot tv 32%, cable tv 1%, outdoor 6%.

The agency has 148 employes in five offices; a year ago it had 92 employes in four offices.

Top execs: Stephen W. Gurasich, president; Roy M. Spence, Thomas M. McClure, Judith L. Trabulsi, William G. Gurasich, Kimberly R. Gaynor, exec vps; John Carl Larkin, president, Dallas; John F. Davis, vp, Dallas; Robert S. Lansdowne, president, Houston; Robert M. Blair, vp, Houston.

Phone: (512) 327-8810.

### Geer, DuBois

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $10,800,000 | $9,000,000 |
| Total ..... | $10,800,000 | $9,000,000 |

Geer, DuBois, New York, reported gross income of $10,800,000 in 1983 on billings of $72,000,000. In 1982, it reported gross income of $9,000,000 on billings of $60,000,000.

The agency did not supply a volume breakdown.

In 1982, the agency gained International Playtex's family products and intimate apparel divisions.

It lost Pocket Books and Premier Wine Merchants.

Billings breakdown: Newspapers 5%, magazines 40%, radio 10%, network tv 10%, spot tv 32%, cable tv 3%.

The agency has 140 employes in one office. A year ago it had 125 employes in one office.

Top execs: Peter Geer, chairman; Richard S. Seclow, president; James R. Adair, John V. Allen, Rea Porterfield Brown, Fred A. Irwin, Alan Johnson, Stephen Olderman, Brian K. Sherwood, Doria Steedman, senior vps; Edward W. Parella, vp.

Phone: (212) 741-1900.

### Griswold Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $6,503,353 | $6,848,307 |
| Total ..... | $6,503,353 | $6,848,307 |

Griswold Inc., Cleveland, O., formerly Griswold-Eshleman, reported gross income of $6,503,353 in 1983 on billings of $42,260,960. In 1982, it reported gross income of $6,848,307 on billings of $42,665,283.

The agency's 1983 volume consisted of $29,349,617 in media, $7,319,475 in materials and services and $5,591,868 in capitalized fees. Its 1982 volume consisted of $29,397,196 in media, $7,455,436 in materials and services and $5,812,651 in capitalized fees.

Figures include those of the agency's New York office.

In 1983, the agency gained General Electric lamp marketing, Chi Corp., New Focus Computer Centers, the Wholesale Club, Coleman Camping (closure products and international divisions), Anchor Hocking, Standard Register, Keller Furniture, Carefree Bath Products.

It lost Citrus Central and Warner & Swasey.

Billings breakdown: Newspapers 9.3%, magazines 20.4%, radio 11.6%, network tv 13.9%, spot tv 15.4%, outdoor 0.6%, business papers 28.8%.

The agency has 110 employes in four offices. A year ago it had 151 employes in seven offices. Top execs: Mary E. Landers, chairman; Patrick J. Morin, president-ceo; Thomas Gilday, vice-chairman; Neal Davis, Edmond C. Froehlich, exec vps; William Brokaw, senior vp.

Phone: (216) 696-3400.

### Group 3hree Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $10,094,768 | $5,565,241 |
| Total ..... | $10,094,768 | $5,565,241 |

Group 3hree Advertising, Pompano Beach, Fla., reported gross income of $10,094,768 in 1983 on billings of $33,511,424. In 1982, it reported gross income of $5,565,241 on billings of $20,903,859.

The agency's 1983 U.S. volume consisted of $10,002,596 in media, $1,295,434 in materials and services and $22,213,394 in capitalized fees. Its 1982 U.S. volume consisted of $6,061,705 in media, $1,353,120 in materials and services and $13,489,034 in capitalized fees.

In 1983, the agency gained Allied Automotive, Bendix Systems, Levitt Homes, Butcher & Singer, Westinghouse/Coral Ridge Properties, Proximity Devices Corp.

It lost Stiles Corp., Kudachi of America.

Billings breakdown: Newspapers 30%, magazines 22%, supplements 2%, radio 15%, spot tv 12%, outdoor 2%, direct mail 11%, other 6%.

The agency has 37 employes in one office; a year ago it had 34 employes. Top execs: O. Leslie Nell, president; Philip Leo Rushlow, chairman; Philip Lee Rushlow, David Robert Rushlow, vps.

Phone: (305) 785-9000.

### Henderson Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $10,522,000 | $9,044,000 |
| Total ..... | $10,522,000 | $9,044,000 |

Henderson Advertising, Greenville, S.C., reported gross income of $10,522,000 in 1983 on billings of $70,149,000. In 1982, it reported gross income of $9,044,000 on billings of $60,296,000.

The agency's 1983 volume consisted of $55,674,000 in media, $6,726,000 in materials and services and $7,749,000 in capitalized fees. Its 1982 volume consisted of $50,121,000 in media, $4,529,000 in materials and services and $5,646,000 in capitalized fees.

Included in the agency's figures are the billings and income of the U.S. subsidiary, Pelham Marketing Services. In 1983, the agency gained Fotomat Corp. and Hanes Printables division, Consolidated Foods. It lost Fendrich Industries' Carolina Mfg. division.

Billings breakdown: Newspapers 3%, magazines 6%, radio 3%, network tv 51%, spot tv 32%, cable tv 1%, outdoor 1%, business papers 1%, point of sale 1%, direct mail 1%.

The agency has 137 employes in two offices. A year ago it had 118 employes in two offices. Top execs: James M. Henderson, chairman; Fred C. Walker, vice-chairman; Ralph W. Callahan, president.

Phone: (803) 271-6000.

### Hicks & Greist

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $9,000,000 | $7,500,000 |
| Total ..... | $9,000,000 | $7,500,000 |

Hicks & Greist, New York, reported gross income of $9,000,000 in 1983 on billings of $66,000,000. In 1982, it reported gross income of $7,500,000 on billings of $55,000,000.

The agency's 1983 volume consisted of $60,000,000 in media, $2,700,000 in materials and services and $3,300,000 in capitalized fees. Its 1982 volume consisted of $50,000,000 in media, $2,000,000 in materials and services and $3,000,000 in capitalized fees.

Not included in the agency's figures are the billings and income of U.S. subsidiaries: Irving Smith Kogan, public relations and E.T. Howard, advertising.

In 1983, the agency gained Heath Candy Co., Control Data Business Centers, ITT Telecom and Berkey Marketing Cos.

It lost Greek National Tourist Organization and Regina Co.

Billings breakdown: Newspapers 12%, magazines 21%, supplements 5%, radio 7%, network tv 20%, spot tv 22%, cable tv 3%, outdoor 2%, business papers 3%, transit advertising 1%, point of sale 1%, direct mail 2%, other 1%.

The agency has 125 employes. A year ago it had 117. Top execs: Charles V. Skoog Jr., chairman; D. Edward Ricchiuto, president; Hank Seiden, exec vp; William L. Roper, chairman-exec committee; William Wurtzel, Gerald Cutler, senior vps; Smitty Kogan, president, I.S. Kogan subsidiary; Robert Tenny, president, E.T. Howard subsidiary.

Phone: (212) 370-9600.

### Ingalls Associates

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $8,000,000 | $7,750,000 |
| Total ..... | $8,000,000 | $7,750,000 |

Ingalls Associates, Boston, reported gross income of $8,000,000 in 1983 on billings of $65,500,000. In 1982, it reported gross income of $7,750,000 on billings of $56,500,000.

The agency's 1983 U.S. volume consisted of $37,500,000 in media, $7,000,000 in materials and services and $21,000,000 in capitalized fees. Its 1982 U.S. volume consisted of $30,000,000 in media, $6,500,000 in materials and services and $20,000,000 in capitalized fees.

Figures include those of U.S. subsidiaries:

- Stern & Ingalls
- Swoffard & Scharff, New York.

In 1983, the agency gained Adams Drug Co., Ambassador Shoe, Balfour, Datsun Dealers of New England, Hayden Software, Leading Edge, Lowell Shoe, Nippon Electronics, Peter's Plant Food, The Phoenix, Westin Hotels (Boston).

It lost Filene's Department Store, Springfield Institute for Savings, New England Brown Egg Assn., Alperts Furniture, Stowe-Woodward, New England USA, Microcom.

Billings breakdown: Newspapers 14%, magazines 17%, radio 22%, network tv 2%, spot tv 30%, outdoor 1%, business papers 12%, transit advertising 1%, other 1%.

The agency has 175 employes in one offices. Top exec: S. Joseph Hoffman, president.

Phone: (617) 437-7000.

### Kallir, Philips, Ross

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. ........ | $9,858,000 | $8,091,000 |
| Total ..... | $9,858,000 | $8,091,000 |

Kallir, Philips, Ross, New York, reported gross income of $9,858,000 in 1983 on billings of $86,020,000. In 1982, it reported gross income of $8,091,000 on billings of $75,635,000.

The agency's 1983 U.S. volume consisted of $16,912,000 in media, $12,500,000 in materials and services and $56,608,000 in capitalized fees. Its 1982 U.S. volume consisted of $21,271,000 in media, $10,816,000 in materials and services and $43,548,000 in capitalized fees.

Included in the agency's figures are

## *Agency Q&A*

## Q: What is the future for middle-size agencies?

**Answer:** No one in this business seriously doubts the ability of today's giant agencies to become tomorrow's mega-agencies. Likewise, no matter how gargantuan the giants become, there will always be small agencies doing business in predominately local ponds. But what about the agency in the middle? As the giants gobble up accounts (and other agencies) can the mid-sized agency find a middle ground?

It's a fair question, considering the peculiarly American notion that bigger and bigger means better and better. Just look at a newspaper: GM and Toyota plan a joint venture, U.S. Steel buys national Steel, Texaco swallows Getty.

McKinney

But advertising isn't like those businesses. Especially when your goal is to create exceptional advertising. Let's face it, exceptional advertising doesn't come from achieving economies of scale. No robot will ever make you cry, or try, or buy. Great advertising just doesn't roll off assembly lines.

The trouble with giant agencies is that they inevitably become a mirror image of the giant advertisers they serve. In the agency that means the emergence of a creative review board, hard-packed layers of approval, and a mentality necessarily dedicated to "play-it-safe." The best work doesn't survive.

When creativity and craftsmanship are the essential ingredients, it's the individual or a small group of individuals that has always done the best job. It was true in Michelangelo's time. And it will be true five hundred years from now.

In the agency business there is one place where that realization is still alive and well. The mid-sized agency. The best of them have the needed talent, the ever-present will to take risks and a structure that sees to it that the best work gets out the door.

Will they survive? They will as long as they provide an alternative to the kind of advertising offered by the giants.

**Charles C. McKinney**
Chairman, McKinney Silver & Rockett
Raleigh, N.C.

# Gross income of $5,000,000 to $15,000,000

those of subsidiary KPR Infor/Media Corp.

In 1983, the agency gained Janssen-Canada, Miles Laboratories, GTE Telenet, Pfipharmecs, American Diabetes Assn.

Billings breakdown: magazines 58%, direct mail 22%, other 20%.

The agency has 140 employes, the same number as a year ago. Top exec: John Kallir, president.

Phone: (212) 878-3700.

## Keyes Martin

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,090,000 | $4,985,000 |
| Total | $5,090,000 | $4,985,000 |

Keyes Martin, Springfield, N.J., reported gross income of $5,090,000 in 1983 on billings of $30,114,000. In 1982, it reported gross income of $4,985,000 on billings of $29,296,000.

The agency's 1983 volume consisted of $17,435,000 in media, $1,500,000 in materials and services and $11,179,000 in capitalized fees. Its 1982 volume consisted of $17,350,000 in media, $1,510,000 in materials and services and $10,436,000 in capitalized fees.

The agency results include U.S. subsidiaries:

- Public Affairs Consultants
- Anngus Communications
- Keyes Martin & Gaby

In 1982, the agency gained American Woman Figure Salons, Walter Bauman Jewelers, Benzel Busch Motor Car, Canadian Fur Trappers, Gibraltar Securities, Mutual Benefit Financial Group, Scanticon-Princeton, Seton Hall University and Grand Masters of Tennis.

It lost DMC Corp., New Jersey Devils and United Jersey Bank.

Billings breakdown: Newspapers 19%, magazines 13%, radio 11%, spot tv 12%, cable tv 1%, outdoor 1%, business papers 6%, transit advertising 1%, point of sale 3%, direct mail 3%, other 30%.

The agency has 80 employes in two offices. A year ago it had 90 employes in two offices.

Top execs: Daniel M. Gaby, president; Leonard Brown, exec vp; John Carlino, Jerry Nussbaum, Jack Tucker, senior vps.

Phone: (201) 376-7300.

## Klemtner Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,800,000 | $4,600,000 |
| Total | $5,800,000 | $4,600,000 |

Klemtner Advertising, New York, reported gross income of $5,800,000 in 1983 on billings of $41,000,000. In 1982, it reported gross income of $4,600,000 on billings of $34,500,000.

The agency's 1983 volume consisted of $13,500,000 in media, $3,150,000 in materials and services and $24,350,000 in capitalized fees. Its 1982 volume consisted of $12,120,000 in media, $2,870,000 in materials and services and $19,510,000 in capitalized fees. Included in the agency's figures are the billings and income of a subsidiary, Comtact Corp.

In 1983, the agency gained Thompson Medical and additional products from Ayerst Laboratories.

It lost no accounts.

Billings breakdown: Magazines 2%, cable tv 2%, business papers 50%, direct mail 10%, other 36%.

The agency has 85 employes. Top execs: Albert P. Molinaro Jr., chairman; J.A. Broomhead, G.A. Scotti, R.J. Conlan, exec vps.

Phone: (212) 350-0400.

## Kobs & Brady Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,593,571 | $3,780,627 |
| Total | $6,593,571 | $3,780,627 |

Kobs & Brady Advertising, Chicago, reported gross income of $6,593,571 in 1983 on billings of $44,311,891. In 1982, it reported gross income of $3,780,627 on billings of $25,867,081.

The agency's 1983 volume consisted of $4,944,855 in media, $2,025,428 in materials and services and $37,341,608 in capitalized fees. Its 1982 volume consisted of $2,445,324 in media, $1,666,878 in materials and services and $21,754,879 in capitalized fees.

Included in the agency's figures are the billings and income of its New York office of the same name.

In 1983, the agency gained American Bar Assn., AT&T Consumer Products, Chase Manhattan Bank, Deluxe Computer Forms, 800 Spirits, Informatics General, Nestle Co. and Prudential Insurance.

It resigned Demco and 3M Direct Response Marketing.

Billings breakdown: Newspapers 4.7%, magazines 26.6%, supplements 1.4%, radio 7.2%, spot tv 13.1%, cable tv 2.1%, business papers 4.9%, direct mail 40%.

The agency has 101 employes in two offices. A year ago it had 75 employes in two offices. Top execs: Jim Kobs, president; Tom Brady, Bill Gregory, senior vps.

Phone: (312) 944-3500.

## Kornhauser & Calene

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $14,273,000 | $11,100,000 |
| Total | $14,273,000 | $11,100,000 |

Kornhauser & Calene, New York, reported gross income of $14,273,000 in 1983 on billings of $150,072,000. In 1982, it reported gross income of $11,100,000 on billings of $95,484,800.

The agency's 1983 volume consisted of $137,198,900 in media and $12,873,100 in capitalized fees. Its 1982 volume consisted of $92,484,800 in media and $3,000,000 in capitalized fees.

Included in the agency's figures are the billings and income of the following U.S. subsidiaries: Kornhauser & Calene International, Gerry Freeman/Kornhauser & Calene, Hall Decker McKibbin, Kornhauser & Calene West.

In 1983, the agency gained Oscar de la Renta, Kayser Roth men's apparel, Cone Mills Marketing Co., *American Health*, National Westminster Bank/USA, and *Frequent Flyer OAG* subsidiary, Dun & Bradstreet.

It lost Purepac and Laird Inc.

Billings breakdown: Newspapers 3%, magazines 10%, supplements 2%, radio 14%, network tv 60%, spot tv 7%, business papers 4%.

The agency has 182 employes in four offices. A year ago it had 159 employes in three offices. Top execs: Henry Kornhauser, chairman-ceo; John Calene, president; Richard L. Matthews, exec vp, vice-chairman; Robert L. Wise, exec vp-chief financial officer; Michael Cotter, Mark S. Rothman, Stanley M. Turk, Alan Yarnoff, exec vps.

Phone: (212) 490-1313.

## Lavey/Wolff/Swift

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,350,000 | $5,300,000 |
| Total | $6,350,000 | $5,300,000 |

Lavey/Wolff/Swift, New York, part of BBDO International, reported gross income of $6,350,000 in 1983 on billings of $42,350,000. In 1982, it reported gross income of $5,300,000 on billings of $36,000,000.

The agency's volume for both years was all in capitalized fees.

The agency's figures include billings and income of its U.S. subsidiary Health Education Technologies.

The agency gained Intec, Bausch & Lomb, Metpath, Braintree Laboratories, and additional assignments from Winthrop, Mentholatum.

It lost no accounts.

Billings breakdown: Magazines 50%, point of sale 5%, direct mail 5%, other 40%.

The agency has 105 employes in four offices, including 90 in three U.S. offices. A year ago it had 95 employes in four offices, including 83 in three U.S. offices.

Top execs: John F. Swift, president-ceo; Kenneth H. Lavey, chairman; Charles A. Rockefeller, exec vp; Robert Levine, Peter Belliveau, Ronald Furedi, Joseph Noel, Jeremy Lee and Miriam Goldstein, senior vps.

Phone: (212) 593-3630.

## Lawler Ballard

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,280,000 | $4,098,000 |
| Total | $5,280,000 | $4,098,000 |

Lawler Ballard Advertising, Norfolk, Va., reported estimated gross income of $5,280,000 in 1983 on billings of $35,200,000. In 1982, it reported gross income of $4,098,000 on billings of $27,320,000.

The agency did not provide volume figures for 1983 or 1982.

Billings breakdown: Newspapers 26%, magazines 6%, radio 21%, spot tv 33%, outdoor 4%, business papers 10%.

The agency has 125 employes in four offices. A year ago it had 101 employes in four offices. Top execs: B.R. Lawler, president; J.D. Ballard, exec vp.

Phone: (804) 627-0261.

## Al Paul Lefton Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $9,000,000 | $8,900,000 |
| International | 200,000 | 250,000 |
| Total | $9,200,000 | $9,150,000 |

Al Paul Lefton Co., New York, reported gross income of $9,200,000 in 1983 on billings of $61,330,000. In 1982, it reported gross income of $9,150,000 on billings of $61,000,000.

The agency's 1983 U.S. volume of $60,000,000 was all in media. Its 1982 U.S. volume of $59,330,000 was all in media.

The agency's 1983 overseas volume was $1,330,000, all in media. Its 1982 foreign volume of $1,670,000 was all in media.

In 1983, the agency gained Swissair's direct marketing division, RCA's blank video tape, Pitney Bowes Credit Corp., Alfin Fragrances, Abbott Systems, Saul, Ewing, Remick & Saul.

It lost Beneficial Management Corp., Michelin Tire Corp.

Billings breakdown: Newspapers 9%, magazines 13%, supplements 1%, radio 14%, network tv 22%, spot tv 18%, cable tv 1%, business papers 12%, farm publications 4%, transit advertising 1%, direct mail 3%, other 2%.

The agency has 165 employes in two offices; a year ago it had 186 employes in two offices. Top execs: Al Paul Lefton Jr., president-ceo; Grayson F. Lathrop, chairman; James W. North, exec vp; Norman Lewis, vp.

Phone: (212) 867-5100.

## Levine, Huntley, Schmidt & Beaver

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,467,000 | $7,615,000 |
| Total | $8,467,000 | $7,615,000 |

Levine, Huntley, Schmidt & Beaver, New York, reported gross income of $8,467,000 in 1983 on billings of $56,840,000. In 1982, it reported gross income of $7,615,000 on billings of $50,767,000.

The agency's 1983 volume consisted of $44,961,000 in media, $6,650,000 in materials and services and $5,229,000 in capitalized fees. Its 1982 volume consisted of $40,106,000 in media, $4,417,000 in materials and services and $6,244,000 in capitalized fees.

In 1983, the agency gained Acorn Computer Co., Konishiroku Photo Ind. USA, Northeastern International Airways, Southwest Subaru.

It lost Aspen Skiing Co., The Entertainment Channel.

Billings breakdown: Newspapers 5%, magazines 20%, radio 15%, network tv 10%, spot tv 40%, cable tv 2%, outdoor 1%, business papers 5%, transit advertising 2%.

The agency has 98 employes in two offices; a year ago it had 91 employes. Top execs: Harold Levine, chairman-ceo; Robert Schmidt, president-chief

### PORTFOLIO: Agency of the Year candidate

# Needham, Harper & Steers

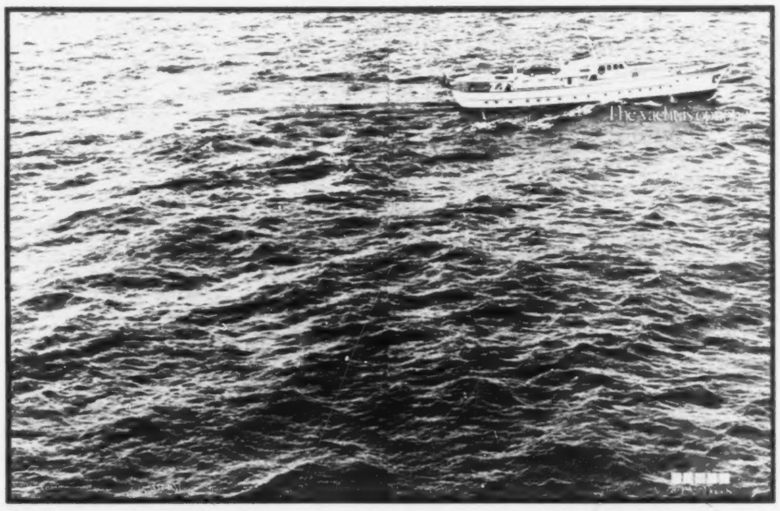
Needham, Harper & Steers, with 1983 billings of $632 million, continues to "break the pattern," in a creative sense, finding unique solutions to consistent advertising problems.

From the Chicago office comes the continuing campaign for Anheuser-Busch's Budweiser Light. Last year brought several new commercials, including a spot about boxers and another featuring figure skaters. Delving deep inside the minds of the athletes, the commercials work as short stories depicting the trials and triumphs of individuals striving toward their goals. The stories are symbolic of the campaign's theme line, "Bring out your best."

For Xerox Corp.'s business machines, Needham's New York office uses infants as a metaphor for "infant copiers." Placing an actor in a hospital nursery, the spot illustrates how copiers continue to grow in sophistication. Using straightforward writing and delivery, and the right sprinkling of wit, the commercial attempts to humanize Xerox and its products. According to the agency, tracking studies show marked perception changes in the attitudes of the target audience.

On the West Coast, NH&S continually has created outstanding advertising for American Honda Motor Co. In addition to dramatic tv commercials, one magazine ad stands out. "The yacht is optional," attracted great attention because of its unusual composition, which minimized the auto for maximum effectiveness.

And in response to Chicago-generated "Big Boys" campaign for General Mills' Wheaties, letters from consumers poured in to the client praising the "hunks" in the campaign. Rugged looking male stars, combined with a socko musical theme and a drop of milk clinging to the lip of a burly baseball player translate into powerful and popular advertising.



Honda

General Mills' Wheaties

Budweiser Light

operating officer; Allan Beaver, exec vp.

Phone: (212) 557-0900.

## Long, Haymes & Carr

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,230,000 | $4,025,000 |
| Total | $5,230,000 | $4,025,000 |

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of $5,230,000 in 1983 on billings of $34,900,000. In 1982, it reported gross income of $4,025,000 on billings of $26,850,000.

The agency's 1983 volume consisted of $22,200,000 in media, $5,800,000 in materials and services and $6,900,000 in capitalized fees. Its 1982 volume consisted of $15,650,000 in media, $5,700,000 in materials and services and $5,500,000 in capitalized fees.

The agency reported no accounts gained or lost in 1983.

Billings breakdown: Newspapers 20%, magazines 12%, supplements 1%, radio 3%, network tv 16%, spot tv 14%, outdoor 1%, business papers 7%, sale promotions 19%, direct mail 3%, other 4%. The agency has 98 employes in one office. A year ago it had 80 employes.

Top execs: Curtis E. Long, chairman; Joseph A. Haymes Jr., president; Austin H. Carr, senior exec vp; Donald N. Adams, Loren L. Chamberlain, Robert E. Fly, Dennis A. Schmidt, exec vps; Robert S. Fellows, Erling S. Tronnes, senior vps.

Phone: (919) 765-3630.

## Lord, Geller, Federico, Einstein

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $14,406,308 | $8,761,989 |
| Total | $14,406,308 | $8,761,989 |

Lord, Geller, Federico, Einstein, New York, a subsidiary of JWT Group, reported gross income of $14,406,308 in 1983 on billings of $102,180,455. In 1982, it reported gross income of $8,761,989 on billings of $66,047,542.

The agency's 1983 U.S. volume consisted of $79,245,118 in media, $10,879,992 in materials and services and $12,055,345 in capitalized fees. Its 1982 U.S. volume consisted of $45,390,012 in media, $7,085,321 in materials and services and $13,572,209 in capitalized fees.

In 1983, the agency gained IBM World Trade Americas/Far East Corp., Anne Klein II, Hilton International Co.-Europe, Fuji Photo Film U.S.A.'s magnetic products division, New York Stock Exchange, IBM corporate tv, Bamberger's special tv project.

It lost Avon Books, Corning Designs, Great Bear Spring Co., Black, Starr & Frost.

Billings breakdown: Newspapers 9%, magazines 22%, radio 8%, network tv 33%, spot tv 22%, outdoor 3%, business papers 1%, transit advertising 1%, other 1%.

The agency has 198 employes in two offices. A year ago it had 137 employes in one office. Top execs: Richard J. Lord, president; Norman Geller, Gene Federico, Arthur W. Einstein Jr., Edward D. Yaconetti, exec vps.

Phone: (212) 421-6050.

## Lorsch Group

| Gross income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,300,000 | $5,700,000 |
| Total | $6,300,000 | $5,700,000 |

Lorsch Group, Los Angeles, had estimated gross income of $6,300,000 in 1983 on billings of $42,000,000. In 1982, the agency had estimated gross income of $5,700,000 on billings of $36,000,000.

The agency's 1983 volume consisted of $26,000,000 in media and $16,000,000 in materials and services. Its 1982 volume consisted of $20,000,000 in media and $16,000,000 in materials and services.

In 1983, the agency gained Ajax Rent-A-Car, Microsoft, Regent Air, Caesars Tahoe and Club Universe.

It lost Rodeway Inns.

Billings breakdown: Newspapers 30%, magazines 20%, supplements 10%, radio 10%, spot tv 5%, point of sale 5%, direct mail 10%, other 10%.

It has 32 employes. Top execs: Robert H. Lorsch, president-ceo; Mark Schwartz, exec vp; Keith Taylor, chief financial officer; K.J. Laessig, vp-account services; Dolorie Thurner, vp, Bob Lorsch & Friends subsidiary.

Phone: (213) 856-0808.

## Mandabach & Simms

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,875,700 | $5,385,450 |
| Total | $6,875,700 | $5,385,450 |

Mandabach & Simms, Chicago, had estimated gross income of $6,875,700 in 1983 on billings of $45,838,000. In 1982, its estimated gross income was $5,385,450 on billings of $35,903,000.

The agency did not break out its volume.

Included in the agency's figures are billings and income of its U.S. subsidiaries:

- Mandabach & Simms/Pacific
- Mandabach & Simms/Currier.

In 1982, the agency gained Del Monte Frozen Foods, Zartic, Komori America, Citicorp, Beatrice Foods, Computer Classroom, Grieve Corp., Woodward & Lothrop, PYA/Monarch, McCormick & Co., Champale, Alta Bates and Laurel Grove Hospital. It lost French Hospital, Chef Francisco, Butterfield Farms, Royal Business Machines, Pacific Roller Die and Warren Rupp Co. Overseas, the agency gained Arieli Computers.

No billings breakdown was provided. The agency has 118 employes in four offices. A year ago it had 104 employes in three offices.

Top execs: Irwin Simms, president-ceo; Paul Mandabach, chairman.

Phone: (312) 236-5333.

## William Douglas McAdams Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $9,100,000 | $8,258,000 |
| Total | $9,100,000 | $8,258,000 |

William Douglas McAdams Inc., New York, reported gross income of $9,100,000 in 1983 on billings of $61,200,000. In 1982, it reported gross income of $8,258,000 on billings of $55,509,000.

Its 1983 volume consisted of $35,871,000 in media, $12,597,000 in materials and services and $12,732,000 in capitalized fees. Its 1982 volume consisted of $38,271,000 in media, $8,500,000 in materials and services and $8,738,000 in capitalized fees. In 1983, the agency gained American Critical Care (division of American Hospital Supply Corp.), Janssen Pharmaceutical Inc., Schering Corp., Shaklee Corp. It lost Cardiac Resuscitator Corp.

Billings breakdown: Magazines 74%, direct mail 17.9%, other 8.1%.

The agency has 165 employes, a year ago it had 161. Top execs: Irwin C. Gerson, president; William M. Wolf, exec vp; Anthony J. D'Onofrio, Joseph Carobene, Eugene Fine, Howard Mandelbaum, Ron Vignone, Victor Trasoff, Tom Haynes, Walter Scott, Claire Anderley, senior vps.

Phone: (212) 759-6300.

## McKinney Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,175,458 | $5,562,500 |
| Total | $5,175,458 | $5,562,500 |

McKinney Inc., Philadelphia, reported gross income of $5,175,458 in 1983 on billings of $38,123,000. In 1982, it reported gross income of $5,562,500 on billings of $40,955,000.

The agency's 1983 volume consisted of $8,860,000 in media, $3,700,000 in materials and services and $25,563,000 in capitalized fees. Its 1982 U.S. volume of $40,955,000 consisted of $8,675,000 in media, $3,843,000 in materials and services and $28,437,000 in capitalized fees.

In 1983, the agency gained FMC Corp.'s food and pharmaceutical division, GAI Tronics, Gould systems protection division, OKI Advanced Communications, Euclid Inc., Inconix, International Electronics, Pathway Designs, Krueger Mfg., Magnetrol International, Efcor, Flopetrol Johnston, Soltex Polymer, Gulf Printing and Schlumberger (special projects).

It lost Gould industrial controls division, Sun Ship, Ohio Desk, Antenna Specialists, Electra, Goodman Equipment, NL Industries, Taylor Bonney International.

Billings breakdown: Newspapers 5%, magazines 2%, radio 1%, outdoor 1%, business papers 81%, direct mail 8%, other 2%.

The agency has 114 employes in five offices. A year ago it had 122 employes in six offices.

Top execs: Albert W. Emery Jr., president-ceo; Thomas A. Buck, vp; B. Jean Anwyll, president, McKinney/Midatlantic; Joseph Toomey, vp, McKinney/New England; Robert P. Vogel, president, McKinney/Great Lakes; M. Edward Harris, exec vp, McKinney/Gulf Coast; Frank W. Callahan, president, McKinney/Mid America.

Phone: (215) 751-9611.

## McKinney Silver & Rockett

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,627,330 | $6,588,468 |
| Total | $8,627,330 | $6,588,468 |

McKinney Silver & Rockett, Raleigh, N.C., reported gross income of $8,627,330 in 1983 on billings of $57,518,225. In 1982, it reported gross income of $6,588,468 on billings of $43,924,632.

The agency's 1983 U.S. volume consisted of $47,279,161 in media, $4,856,374 in materials and services and $5,382,690 in capitalized fees. Its 1982 U.S. volume consisted of $36,630,370 in media, $4,276,041 in materials and services and $3,018,221 in capitalized fees.

In 1983, the agency gained Federal National Mortgage Assn., NCNB National Bank (Florida), Benihana of Tokyo. It lost Barnett Banks of Florida.

Billings breakdown: Newspapers 22%, magazines 8%, radio 20%, spot tv 42%, outdoor 4%, business papers 4%.

The agency has 103 employes in one office. A year ago it had 86 employes in one office. Top execs: Charles McKinney, chairman-president; Robert Doherty, Lloyd Jacobs, Michael Winslow, Charles Ashby, Donald Heineman, John Ketchum, senior vps.

Phone: (919) 828-0691.

## Medicus Intercon International

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,071,000 | $5,480,000 |
| International | 7,996,000 | 6,510,000 |
| Total | $14,067,000 | $11,990,000 |

Medicus Intercon International, New York, a subsidiary of Benton & Bowles, reported gross income of $14,067,000 in 1983 on billings of $123,212,000. In 1982, it reported gross income of $11,990,000 on billings of $106,952,000.

The agency's 1983 U.S. volume of $52,609,000 consisted of $8,777,000 in media, $5,666,000 in materials and services and $38,166,000 in capitalized fees. Its 1982 U.S. volume of $46,511,000 consisted of $9,494,000 in media, $3,621,000 in materials and services and $33,396,000 in capitalized fees.

The agency's 1983 overseas volume of $70,603,000 consisted of $33,733,000 in media, $7,881,000 in materials and services and $28,989,000 in capitalized fees. Its 1982 foreign volume of $60,441,000 consisted of $29,558,000 in media, $6,931,000 in materials and services and $23,952,000 in capitalized fees.

In 1983, the agency gained Squibb International, H.J. Heinz Co. and Digital Equipment Corp.

Overseas, the agency gained Connaught-Novo, Nabisco Brands-Canada; Roussel, Mitsubishi Kasei-Japan; Eli Lilly, Wassermann, Camillo Corvi, Cilag, Rorer Italiana, Sis-Ter-Italy; Glaxo, MSD Frosst Pharma, Nattermann-Germany; Boots Co., Glaxo-England.

Billings breakdown: Business papers 60%, direct mail 10%, other 30%.

The agency has 250 employes in 12 offices, including 100 in two U.S. offices. A year ago it had 250 employes in 11 offices, including 100 in two U.S. offices. Top execs: Lawrence J. Lesser, chairman-ceo; William G. Castagnoli, president-North America; Hartwig Ellmer, president-international; Anthony L. Stayner, exec vp-international; Gary Elman, Wilheim Rall, senior vps.

Phone: (212) 826-0760.

## Meldrum & Fewsmith

| Gross Income* | 1983 | 1982 |
|---|---|---|
| U.S. | $8,325,000 | $7,275,000 |
| International | 825,000 | 825,000 |
| Total | $9,150,000 | $8,100,000 |

*AA estimate

Meldrum & Fewsmith, Cleveland, had estimated gross income of $9,150,000 on billings of $61,000,000 in 1983 and estimated gross income of $8,100,000 on billings of $54,000,000 in 1982.

The agency had U.S. volume in 1983 of $55,500,000 and overseas volume of $5,500,000, neither of which were broken out. In 1982, its U.S. volume was $48,500,000 and overseas volume $5,500,000.

The agency gained Ameripol division of BF Goodrich, Seco Electronics and Fluid Products Sales divisions of Dana Corp., Furnas Electric Co., McCullough Cartwright Pharmaceutical Co., Standard Federal S&L, Stanley Steemer International and Wilson Business Machines. It lost Davey Tree Co., Diversey Wyandotte Corp., Ductile Iron Pipe Research Assn., the C&I group of General Electric and Jacobsen, a division of Textron.

Media breakdown: Newspapers 5%, magazines 3%, radio 7%, network tv 19%, spot tv 23%, cable tv 1%, outdoor 1%, business papers 22%, farm publicatins 7%, transit advertising 1%, other 11%. The agency employed 155 in three offices in 1983, the same number as in 1982.

Top execs: Arthur E. Earley, chairman; Terrence G.E. Parmelee, president-ceo; Warren J. Eggly, Jeffrey H. Bryden, Robert Iredell, Bruce S. Childers, Chris N. Perry, Richard H. Herrmann, John C. Bryan (Detroit general manager), Thomas E. Butterfield (Chicago general manager), senior vps.

Phone: (216) 241-2141.

## Muir Cornelius Moore

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $10,695,481 | $6,164,127 |
| Total | $10,695,481 | $6,164,127 |

Muir Cornelius Moore, New York, reported gross income of $10,695,481 in 1983 on billings of $71,338,858. In 1982, it reported gross income of $6,164,127 on billings of $41,114,727.

The agency's 1983 U.S. volume consisted of $71,338,858 in capitalized fees. Its 1982 U.S. volume consisted of $41,114,727 in capitalized fees.

In 1983, the agency gained Champion International (special projects), Chemical Bank energy and minerals group, Citicorp Remittance Service, Dynamic Control division of Travenol Laboratories, FGIC Corp., General Electric microwave products department, IBM national distribution division, Lederle Laboratories cafe division, Martin-Marietta Aerospace, New York Stock Exchange (sales promotion), Reston Publishing, Telelink and Whatman Labs.

In 1983, the agency lost Timeplex.

Billings breakdown: Newspapers 5%, business papers 30%, point of sale 10%, direct mail 15%, other 40%.

The agency has 180 employes in four offices. A year ago it had 102 employes in two offices.

Top execs: William P. Muir, chairman; James Cornelius, Richard Moore, vice-chairmen; C. Ray Freeman, president.

Phone: (212) 687-4055.

## Muller Jordan Weiss

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,626,700 | $4,725,861 |
| International | 201,800 | 172,103 |
| Total | $5,825,500 | $4,897,964 |

Muller Jordan Weiss, New York, reported gross income of $5,825,500 in 1983 on billings of $38,542,700. In 1982, it reported gross income of $4,897,964 on billings of $34,413,221.

The agency's 1983 U.S. volume of $36,940,700 consisted of $25,369,000 in media, $5,595,400 in materials and services and $5,976,300 in capitalized fees. Its 1982 U.S. volume of $32,982,863 consisted of $22,484,398 in media, $5,162,465 in materials and services and $5,336,000 in capitalized fees.

The agency's 1983 overseas volume of $1,602,000 and 1982 volume of $1,430,358 was all in media.

In 1983, the agency gained Broadcast Music, Stimorol chewing gum, Imperial Knife Co., Jagermeister Liqueur, Society for Savings.

It lost Economics Laboratories.

Billings breakdown: Newspapers 3%, magazines 18%, radio 12%, network tv 4%, spot tv 35%, outdoor 3%, business papers 14%, farm publications 11%.

The agency has 92 employes in three offices, including 85 in two U.S. offices, the same as a year ago. Top execs: John T. Jordan, chairman-ceo; Jane Maas, president; Frank B. Muller, Andrew M. Weiss, exec vps.

Phone: (212) 399-2700.

## Nadler & Larimer

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $10,740,000 | $10,500,000 |
| International | 1,620,000 | 1,500,000 |
| Total | $12,360,000 | $12,000,000 |

Nadler & Larimer, New York, a subsidiary of Mickelberry Corp. which also owns New York agencies Cunningham & Walsh and Laurence, Charles & Free, had estimated gross income of $12,360,000 in 1983 on billings of $82,400,000. In 1982, it had estimated gross income of $12,000,000 on billings of $80,000,000.

The agency does not break out its volume. Of its 1983 volume, $71,600,000 was domestic and $10,800,000 was overseas billings. In 1982, U.S. volume was $70,000,000 and non-U.S. $10,000,000.

In 1983, the agency gained Berlitz Language Schools, Pilgrim Adjustable Rate Fund. It lost CBS Toys.

Overseas, the agency gained: British Telecom International, Charles Wells Brewery Ltd., Royal Life Insurance.

Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 20%, network tv 10%, spot tv 25%, outdoor 5%.

The agency has 150 employes in two offices, including 125 in one U.S. office. A year ago it had 180 employes in two offices.Top execs: Arch Nadler, chairman; Robert Larimer, president; Irwin Goldberg, David Altman, Robert David, Charles Einach, Herbert Hugel, Gerald Karp, A.A. Landis, Wil-

# Gross income of $5,000,000 to $15,000,000

liam Lyons, Eugene Messinger, Melvin Weiss, exec vps; Bruce Bromley, Hal Kurnit, John Landan, Manas Sternschein, Mark Chudnoff, Jack Keane, senior vps.

Phone: (212) 245-7300.

## North Castle Partners

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,410,000 | $5,153,000 |
| Total | $5,410,000 | $5,153,000 |

North Castle Partners, Greenwich, Conn., reported gross income of $5,410,000 in 1983 on billings of $35,708,000.

In 1982, the agency reported gross income of $5,153,000 on billings of $34,008,000.

The agency's 1983 U.S. volume consisted of $17,280,000 in media, $2,000,000 in materials and services and $16,428,000 in capitalized fees.

Its 1982 U.S. volume consisted of $16,000,000 in media, $2,000,000 in materials and services and $16,008,000 in capitalized fees.

In 1983, the agency gained Ocean Spray Cranberries' citrus division, The Sugar Assn.

It lost Lea & Perrins.

Billings breakdown: Newspapers 5%, magazines 25%, supplements 2%, radio 1%, network tv 20%, spot tv 40%, outdoor 5%, transit advertising 2%.

The agency has 63 employes in one office.

A year ago it had 60 employes. Top execs: William L. Ballard, president; Barrington Boardman, chairman; David M. Mixter, vice-chairman; Robert Lelle, Leonard Ferraguzzi, Lynn A. Rotando, Charles Taney, exec vps.

Phone: (203) 622-1122.

## Ohlmeyer Advertising

| Gross Income* | 1983 | 1982 |
|---|---|---|
| U.S. | $12,750,000 | $9,000,000 |
| Total | $12,750,000 | $9,000,000 |

*AA estimate

Ohlmeyer Advertising, New York, had estimated gross income of $12,750,000 in 1983 on billings of $85,000,000. In 1982, it had estimated gross income of $9,000,000 on billings of $60,000,000.

The agency's volume for both years was all in media.

Billings breakdown: Newspapers 1%, magazines 6%, supplements 1%, radio 1%, network tv 88%, spot tv 2%, cable tv 1%.

Top execs: Don Ohlmeyer, chairman; Philip Agisim, vice-chairman; Phillip Howort, president-ceo; Lee Pratt, exec vp; Herbert Gruber, Dean Heitler, senior vps.

Phone: (212) 872-9800.

## Quinn & Johnson/-BBDO

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,092,921 | $5,300,094 |
| Total | $5,092,921 | $5,300,094 |

Quinn & Johnson/BBDO, Boston, a subsidiary of BBDO International, reported gross income of $5,092,921 in 1983 on billings of $33,952,808.

In 1982, it reported gross income of $5,300,094 on billings of $35,333,956.

The agency's 1983 volume consisted of $26,425,220 in media, $5,200,868 in materials and services and 2,326,720 in capitalized fees.

Its 1982 volume consisted of $30,344,400 in media, $2,594,815 in materials and services and $2,394,741 in capitalized fees.

In 1982, the agency gained the Dodge Dealers Assn. in New England, Philadelphia and outstate Pennsylvania.

It lost Star Market and Diamond Crystal Salt.

Billings breakdown: Newspapers 20%, magazines 25%, radio 7%, network television 29%, spot television 18%, outdoor 0.5%, transit advertising 0.5%.

The agency has 100 employes in two offices.

A year ago it had 85 employes in two offices. Top execs: Richard C. Garrison, president; Edwin P. Carboni, exec vp.

Phone: (617) 262-5800.

## Richard & Edwards

| Gross Income* | 1983 | 1982 |
|---|---|---|
| U.S. | $9,150,000 | $6,375,000 |
| Total | $9,150,000 | $6,375,000 |

*AA estimate

Richard & Edwards, New York, had estimated gross income in 1983 of $9,150,000 on billings of $61,000,000. In 1982, the agency had estimated gross income of $6,375,000 on billings of $42,500,000.

The agency did not break out its volume for either year.

Accounts gained by the agency last year include Matchbox (USA), Siloroptical and Play-Jour.

The agency lost Bodyguard Security Systems.

Media breakdown: Newspapers 2%, magazines 5%, radio 1%, network television 18%, and spot television 74%.

The agency had 26 employes in 1983, the same as in 1982.

Top execs: Richard Schwarzchild, president; Edward Mandell, exec vp; Shelly Hirsch, Steve Kolker, Leonard Leokum, senior vps.

Phone: (212) 557-1600.

## Richards Group

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,996,000 | $5,150,000 |
| Total | $5,996,000 | $5,150,000 |

The Richards Group, Dallas, reported gross income of $5,996,000 in 1983 on billings of $46,045,000. In 1982, it reported gross income of $5,150,000 on billings of $35,851,000.

The agency's 1983 volume consisted of $8,455,000 in media, $7,402,000 in materials and services and $30,188,000 in capitalized fees. Its 1982 volume consisted of $6,750,000 in media, $6,690,000 in materials and services and $22,411,000 in capitalized fees.

In 1983, the agency gained Southland Dairies Group, CIGNA Healthplan, Pharmacy Practice Group, Potato Chip/Snack Food Assn. and Airdata.

It lost Simtec, Republic Bank Ridglea and First National Bank & Trust of Tulsa.

Billings breakdown: Newspapers 20%, magazines 15%, radio 23%, spot tv 35%, outdoor 5%, transit advertising 1%, direct mail 1%.

The agency has 99 employes in three offices. A year ago it had 90 employes in three offices. Top execs: Stan Richards, Jim McGhee, Brad Todd, principals.

Phone: (214) 987-2700.

## Richardson, Myers & Donofrio

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,391,370 | $6,065,793 |
| Total | $6,391,370 | $6,065,793 |

Richardson, Myers & Donofrio, Baltimore, reported gross income of $6,391,370 in 1983 on billings of $42,608,797. In 1982, it reported gross income of $6,065,793 on billings of $40,389,484.

The agency's 1983 volume consisted of $30,191,244 in media, $7,987,410 in materials and services and $4,430,143 in capitalized fees. Its 1982 volume consisted of $28,867,032 in media, $7,671,108 in materials and services and $3,851,344 in capitalized fees.

In 1983, the agency gained Curtis Paper division of James River Corp., Ad Council Inc.'s International Youth Exchange, Columbia First Federal Savings and Loan Assn., Liberty Trust Co. of Maryland, Clearfield Cheese Co., Fidelity & Deposit Co. of Maryland.

Billings breakdown: Newspapers 21%, magazines 27%, broadcast 51%, outdoor 1%.

The agency has 117 employes in three offices; a year ago it had 114 employes in two offices. Top execs: Hal Donofrio, president; Ruth Adams, Bill Bone, Dick Sands, senior vps; Tyson Janney, exec vp.

Phone: (301) 576-9000.

## Rosenfeld, Sirowitz & Lawson

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $14,835,000 | $12,400,000 |
| Total | $14,835,000 | $12,400,000 |

Rosenfeld, Sirowitz & Lawson, New York, reported gross income of $14,835,000 in 1983 on billings of $115,000,000. In 1982, it reported gross income of $12,400,000 on billings of $98,500,000.

The agency's 1983 volume consisted of $81,409,400 in media, $7,603,700 in materials and services and $25,986,900 in capitalized fees. Its 1982 volume consisted of $69,003,600 in media, $6,548,200 in materials and services and $22,948,200 in capitalized fees.

In 1983, the agency gained International Spike's Jobe's fertilizer products, Chase U.S. consumer services, Sharp Electronics typewriters, Block Drug Co. (new products), and Colibri pens (new products).

It lost financial services, Oppenheimer Management Corp.

Billings breakdown: Newspapers 4%, magazines 15%, radio 7%, network tv 17%, spot tv 56%, outdoor 1%.

The agency has 202 employes in two offices. A year ago it had 190 employes in two offices. Top exec: Thomas E. Lawson, president.

Phone: (212) 505-0200.

## Rolf Werner Rosenthal

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,948,200 | $5,328,638 |
| Total | $6,948,200 | $5,328,638 |

Rolf Werner Rosenthal Inc., New York, reported gross income of $6,948,200 in 1983 on billings of $46,321,339. In 1982, it reported gross income of $5,328,638 on billings of $38,030,206.

The agency's 1983 volume consisted of $15,054,325 in media, $5,401,588 in materials and services and $25,865,426 in capitalized fees. Its 1982 volume consisted of $10,666,724 in media, $3,506,720 in materials and services and $23,856,762 in capitalized fees.

Included in the agency's figures are the billings and income from its U.S. subsidiary World Health Communications.

In 1983, the agency gained Chibret International, division of Merck Sharp Dohme International, Connaught Laboratories, Squibb-Connaught, Zeus Diagnostic Product Line, Ligne Roset, Schering Corp., Lederle Laboratories (new products).

It lost Cook-Waite Laboratories, Breon Laboratories and Sandoz Pharmaceuticals.

Billings breakdown: Magazines 72%, direct mail 15%, other 13%.

The agency has 104 employes. A year ago it had 88. Top execs: Rolf W. Rosenthal, president; Charles W. Riegle, exec vp-chief operating officer; Sylvio A. deRouin, Ronald J. Souza, senior vps.

Phone: (212) 684-0909.

## Sawdon & Bess

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,750,000 | $6,000,000 |
| Total | $6,750,000 | $6,000,000 |

Sawdon & Bess, New York, reported gross income of $6,750,000 in 1983 on billings of $45,000,000. In 1982, it reported gross income of $6,000,000 on billings of $40,000,000.

The agency's 1983 volume consisted of $36,200,000 in media, $6,000,000 in materials and services and $2,800,000 in capitalized fees. Its 1982 volume consisted of $32,320,000 in media, $5,000,000 in materials and services and $2,680,000 in capitalized fees.

In 1983, the agency gained Bokma, Quiet Corner Restaurants, Jeffrey Martin Inc., Lady Foot Locker, Stylco, Shoe Spectrum, Remco Toys, Purolator Automotive Co-op, Enchanted Village Stores.

It lost Pontiac Dealers Assn. of Greater Cleveland.

Billings breakdown: Newspapers 3%, magazines 5%, radio 13%, network tv 4%, spot tv 74%, cable tv 1%.

The agency has 80 employes in two offices; a year ago it had 72 employes in two offices. Top execs: Jerome Bess, chairman, president-ceo; Martin M. Mitchell, exec vp-chief operating officer.

Phone: (212) 751-6660.

## Sieber & McIntyre

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $10,306,850 | $8,799,000 |
| International | 877,000 | 571,000 |
| Total | $11,183,850 | $9,350,000 |

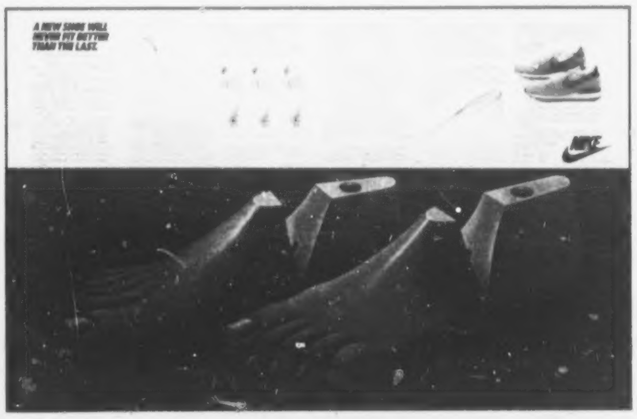
Sieber & McIntyre, Chicago, reported gross income of $11,183,850 in 1983 on billings of $74,150,000. In 1982, it reported gross income of $9,350,000 on billings of $63,180,700.

The agency's 1983 U.S. volume of $68,295,700 consisted of $13,603,320 in media, $6,975,200 in materials and services and $47,717,180 in capitalized fees. Its 1982 U.S. volume of $59,101,365 consisted of $8,916,970 in media, $6,494,655 in materials and services and $43,689,740 in capitalized fees.

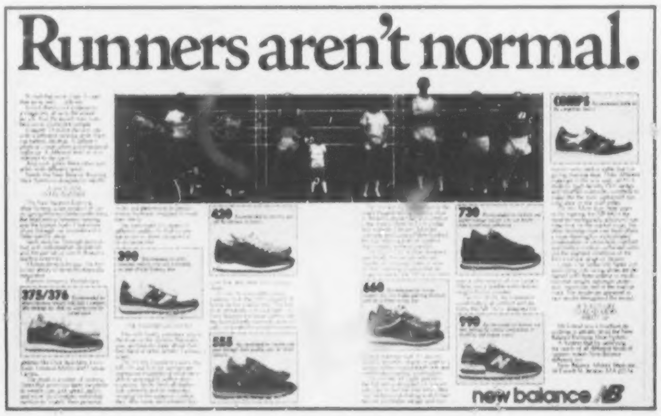
The agency's 1983 overseas volume of $5,854,300 consisted of $985,200 in materials and services and $4,869,100

# Category profiles: Running shoes

**Running as a form of exercise has become a serious hobby for many Americans, and many running shoe ads today reflect the need for scientifically designed footwear, showing how the shoes protect the feet.**



Weiden & Kennedy



Rizzo, Simmons, Cohn

Stamp out Rock & Roll.
BROOKS

Wells, Rich, Greene

# Gross income of $5,000,000 to $15,000,000

in capitalized fees. Its 1982 foreign volume of $4,079,335 consisted of $710,500 in materials and services and $3,368,835 in capitalized fees.

In 1983, the agency gained MacNeal Memorial Hospital, Boehringer-Ingelheim and E.R. Squibb & Sons USA.

It lost Searle Laboratories.

Overseas, the agency gained Dow Chemical Pacific.

It lost Tokyo Tanabe.

Billings breakdown: Magazines 64.5%, direct mail 14.1%, other 21.4%.

The agency has 174 employes in seven offices, including 160 in two U.S. offices. A year ago it had 166 employes in seven offices, including 155 in two U.S. offices. Top execs: R. Joseph McIntyre, president; Ethelrita Gleeson, Steve Freeman, Patrick McTigue, Fred Fitzsimmons, Dave McCarty, Philip Scibilia, Todd Mahony, Ken March, Ray Taylor, exec vps; Mary Ann McCarthy, John Kashiwabara, Alex Weinerman, Bruno Ruegg, Robert Buckman, senior vps.

Phone: (312) 266-9200.

## Silverman Mower

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,201,567 | $3,601,025 |
| Total | $6,201,567 | $3,601,025 |

Silverman Mower, Syracuse, N.Y., reported gross income of $6,201,567 in 1983 on billings of $32,083,494. In 1982, it reported gross income of $3,601,025 on billings of $24,306,833.

The agency's 1983 volume consisted of $7,852,833 in media, $6,290,595 in materials and services and $17,940,066 in capitalized fees. Its 1982 volume consisted of $8,284,600 in media, $7,728,876 in materials and services and $8,293,375 in capitalized fees.

In 1983, the agency gained projects, Apple Computer, Bayside Federal, Belleek Ireland, Canandaigua Wines, Chase Manhattan Bank's upstate region, CutCo, Van Doekker's, Steak 'n Shake, Warnaco and Yards & Gardens.

It lost Eagle Affiliates and Grandma Brown's Beans.

Billings breakdown: Newspapers 16%, magazines 4%, radio 13%, spot tv 26%, outdoor 2%, business papers 17%, point of sale 4%, direct mail 14%, other (collateral) 4%.

The agency has 105 employes in two offices. Top execs: Eric A. Mower, president-ceo; Francis T. Nichols, Deborah Subbarao, Joseph Quinn, senior vps.

Phone: (315) 472-4703.

## Smith/Greenland

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,006,270 | $5,960,000 |
| Total | $6,006,270 | $5,960,000 |

Smith/Greenland, New York, reported gross income of $6,006,270 in 1983 on billings of $40,000,000. In 1982, it reported gross income of $5,960,000 on billings of $39,000,000.

The agency's 1983 U.S. volume consisted of $31,131,000 in media, $4,200,000 in materials and services and $4,669,000 in capitalized fees. Its 1982 U.S. volume consisted of $30,665,000 in media, $4,000,000 in materials and services and $4,335,000 in capitalized fees.

Included in the agency's figures are those of subsidiary Markland Corp.

In 1983, the agency gained Appleton rum.

It lost Frances Denney Inc.

Billings breakdown: Newspapers 15%, magazines 23%, radio 7%, spot tv 44%, direct mail 8%, other 3%.

The agency has 104 employes in one office, the same number it had a year ago. Top execs: Leo Greenland, chairman-ceo; Norman Goluskin, president; Murray Platte, exec vp; Oscar Haffner, Murray Klein, Beryl Seidenberg, Harry Wenthen, senior vps.

Phone: (212) 752-5500.

## Spiro & Associates

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,847,600 | $5,587,900 |
| Total | $5,847,600 | $5,587,900 |

Spiro & Associates, Philadelphia, reported gross income of $5,847,600 in 1983 on billings of $45,485,000. In 1982, it reported gross income of $5,587,900 on billings of $42,100,000.

The agency's 1983 volume consisted of $14,100,000 in media, $4,810,000 in materials and services and $26,575,000 in capitalized fees. Its 1982 volume consisted of $13,550,000 in media, $4,365,000 in materials and services and $24,185,000 in capitalized fees.

In 1983, the agency gained Eagle's Eye, Baldwin Hardware Mfg., Main Hurdman, The Bourse, Pierce Business Archives, Ocean Club, Super-Green, New America Network, Gourmade, The Sagamore, Dunfey Netherland Plaza, Dunfey Saddleback Inn, Dunfey Park Central, Rabbit Software, Eastern Orthopedic Assn., Woodrow Wilson Rehabilitation Center, Delaware Valley Medical Center, Smith Kline Beckman, Princess Grace Foundation, Wolf, Block, Schorr & Solis-Cohen, National Children's Eye Care Center, Dana Corp., ARA Living Centers, Hay Associates, and the Franklin Mint.

It lost International Airline Passengers Assn.

Billings breakdown: Newspapers 20%, magazines 25%, supplements 1%, radio 16%, spot tv 23%, outdoor 1%, business papers 9%, direct mail 5%.

The agency has 116 employes. A year ago it had 110. Top execs: Walter A. Spiro, chairman-ceo; Norman R. Tissian, president; Nelson M. Fellman Jr., Gerald D. Oakes, exec vps; Cyndy Ciccone, Harry A. Egbert, Martin A. Kramer, Gordon G. Lawrence, H. Robert Lesnick, Edward Shields, Bernice Slosburg, Herbert Smith, Charles Bofinger, senior vps.

Phone: (215) 923-5400.

## Stone & Adler

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $8,430,000 | $7,965,000 |
| International | 800,000 | 196,000 |
| Total | $9,230,000 | $8,161,000 |

Stone & Adler, Chicago, reported gross income of $8,430,000 in 1983 on billings of $61,564,000. In 1982, it reported gross income of $7,965,000 on billings of $54,438,000. The agency's 1983 U.S. volume of $55,863,000 consisted of $5,318,000 in materials and services and $50,545,000 in capitalized fees. Its 1982 U.S. volume of $53,128,000 consisted of $3,103,000 in materials and services and $50,025,000 in capitalized fees.

The agency's 1983 overseas volume of $5,701,000 consisted of $819,000 in materials and services and $4,882,000 in capitalized fees. Its 1982 foreign volume of $1,310,000 consisted of $109,000 in materials and services and $1,201,000 in capitalized fees.

In 1982, the agency gained Abbott Laboratories, American Circle, Berkshire Enterprises, Chicago Board of Trade, *Chicago Tribune*, Norwest Caerd Services, Searle Consumer Products, Trans Lux Corp.

It lost Allstate Insurance Co., IBM.

Overseas, the agency gained Camco Inc., TAS Pagette, Rogers Cablesystems (U.S.), Nissen Ltd.

Last year the agency lost no overseas accounts.

Billings breakdown: Newspapers 20%, magazines 27%, supplements 3%, radio 7%, spot tv 8%, direct mail 35%.

The agency has 155 employes in 3 offices. A year ago it had 139 employes in two offices. Top execs: Robert Stone, chairman; Gerald I. Wood, ceo; William R. Booth, senior vp-operations; Russell Richmond, senior vp-director of client services; Fred Schwartz, senior vp-creative group manager; Gary Vest, senior vp-production director; Marshall Barrett, Craig Campbell, Susan Suarez, Barry Kessel, Ed Leiman, vps; David Watson, vp-general manager, Toronto; Jan Allan Steinert, senior vp-general manager, New York; Jim Schmidt, vp-creative director, New York.

Phone: (312) 346-6100.

## Howard Swink Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,382,342 | $4,507,077 |
| Total | $5,382,342 | $4,507,077 |

Howard Swink Advertising, Marion, O., reported gross income of $5,382,342 in 1983 on billings of $39,470,138. In 1982, it reported gross income of $4,507,077 on billings of $31,216,206. The agency's 1983 volume consisted of $10,725,482 in media, $5,949,310 in materials and services and $22,795,346 in capitalized fees. Its 1982 volume consisted of $9,711,472 in media, $5,560,139 in materials and services and $15,944,595 in capitalized fees.

In 1983, the agency gained Domino's Pizza, Warner & Swasey, Bendix Machining Center division, Bendix Comausystems, Health One, Kinnear, Sonoco Products Co., Key Homes. It lost Dow Corning.

Billings breakdown: Newspapers 14%, magazines 21%, radio and spot tv 20%, outdoor 3%, business papers 37%, other 5%. The agency has 120 employes in four offices; a year ago it had 100 employes in four offices. Top execs: C.R. Fisher, president-ceo; Blaine E. Gutermuth, chairman; W.W. Kight, president/Columbus; Edmund L. Noonan, senior vp; Robert F Guirlinger, exec vp.

Phone: (614) 387-3310.

## Towne, Silverstein, Rotter

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,600,000 | $6,000,000 |
| Total | $6,600,000 | $6,000,000 |

Towne, Silverstein, Rotter, New York, reported gross income of $6,600,000 in 1983 on billings of $44,000,000. In 1982, it reported gross income of $6,000,000 on billings of $40,000,000.

The agency did not breakout volume figures for 1983 or 1982.

In 1983, the agency gained Guiding Light Pocket Books, Sandcastle Publications, Sagaz car accessories, Spindex (school supplies and children's dictionaries). It lost no accounts.

Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, network tv 20%, spot tv 40%, outdoor 5%, point of sale 5%. The agency has 56 employes. A year ago it had 55. Top execs: Les Towne, ceo; D.W. Silverstein, president; Steve Rotter, exec director; Michael O'Connell, Binnie Levin, Mike Mulieri, senior vps.

Phone: (212) 557-5570.

## Tucker Wayne & Co.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,923,000 | $6,190,000 |
| Total | $6,923,000 | $6,190,000 |

Tucker Wayne & Co., Atlanta, reported gross income of $6,923,000 in 1983 on billings of $48,254,000. In 1982, it reported gross income of $6,190,000 on billings of $43,222,000.

The agency's 1983 volume consisted of $38,579,000 in media, $5,148,450 in materials and services and $4,526,550 in capitalized fees. Its 1982 volume consisted of $35,951,000 in media, $3,759,197 in materials and services and $3,511,803 in capitalized fees.

In 1983, the agency gained Yellow Pages, BellSouth Corp., Stilwell Foods (frozen foods). It lost Seabrook Foods. Billings breakdown: Newspapers 10%, magazines 13%, radio 16%, network tv 2%, spot tv 49%, outdoor 2%, other (trade) 8%.

The agency has 101 employes. A year ago it had 95. Top execs: Matthew Connor, chairman; Knox Massey Jr., president; Sidney L. Smith, Ted Simmons, exec vps; Leslie Parker, William Zuspan, senior vps.

Phone: (404) 522-2383.

## Valentine-Radford

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,594,642 | $5,378,002 |
| Total | $5,594,642 | $5,378,002 |

Valentine-Radford, Kansas City, Mo., reported gross income of $5,594,642 in 1983 on billings of $40,107,807. In 1982, it reported gross income of $5,378,002 on billings of $37,838,836.

The agency's 1983 volume of $40,107,807 consisted of $21,582,918 in media, $5,675,874 in materials and services and $12,849,015 in capitalized fees. Its 1982 volume of $37,838,836 consisted of $18,022,900 in media, $7,076,990 in materials and services and $12,738,946 in capitalized fees.

In 1982, the agency gained Atchison Leather Products, American Food Service, Bartlett Agri Enterprises, Crown Center Redevelopment, C&C Yachts, Edward D. Jones & Co., Employers Reinsurance Corp., Garst Seed Co., KCTV-TV5.

Billings breakdown: Newspapers 10%, magazines 8%, radio 15%, network tv 1%, spot tv 22%, outdoor 8%, business papers 7%, farm publications 24%, direct mail 5%. The agency has 102 employes in one office; a year ago it had 89 employes. Top execs: G.W. Hawley, chairman, Robert A. Brooks, president; Robert C. Lang, exec vp; Rowena L. Langford, senior vp.

Phone: (816) 842-5021.

## Venet Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $6,684,000 | $5,478,000 |
| Total | $6,684,000 | $5,478,000 |

Venet Advertising, New York, reported gross income of $6,684,800 in 1983 on billings of $44,565,000. In 1982, it reported gross income of $5,478,000 on billings of $39,304,000.

The agency's 1983 volume consisted of $25,001,000 in media, $7,843,400 in materials and services and $11,720,600 in capitalized fees. Its 1982 volume consisted of $22,285,800 in media, $7,220,000 in materials and services and $9,798,200 in capitalized fees.

In 1983, the agency gained Woodbridge Racquet Club, Morgan-Grampian, Moussy, New Jersey Lottery, Tuscan, Paul's Peanuts, Victor's Cookies, Cardinal, Pueblo Xtra (special assignment), Telesphere International, and Finlandia (Atlanta).

It lost no accounts. Billings breakdown: Newspapers 19%, magazines 4%, supplements 6%, radio 17%, network tv 8%, spot tv 43%, cable tv 1%, outdoor 1%, business papers 1%.

The agency has 175 employes in two offices. A year ago it had 150 employes in two offices. Top execs: Zal Venet, chairman-president, New York; George Coscia, president-New Jersey; John Fortune, Dick Byrne, senior vps-New York; Murray Skurnik, exec vp-New York.

Phone: (212) 489-6700.

## Weightman Inc.

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $5,280,000 | $4,800,000 |
| Total | $5,280,000 | $4,800,000 |

Weightman Inc., Philadelphia, reported gross income of $5,280,000 in 1983 on billings of $35,200,000. In 1982, it reported gross income of $4,800,000 on billings of $32,000,000.

The agency did not supply a volume breakdown. In 1983, the agency gained Mannington Mills, Wellco Carpets, Shawnee Development, Pine-O-Pine and Academic Technologies.

It lost no accounts.

Billings breakdown: Newspapers 10%, magazines 10%, radio 4%, network tv (including cable) 36%, spot tv 34%, business papers 5%, other 1%.

The agency has 92 employes. A year ago it had 84. Top execs: Charles Coffey, president-ceo; Gordon M. Patrizio, chairman; Dave Jordan, vice-chairman; John Goodchild, exec vp.

Phone: (215) 561-6100.

## Waring & LaRosa

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $11,550,000 | $10,950,000 |
| International | 450,000 | 300,000 |
| Total | $12,000,000 | $11,250,000 |

Waring & LaRosa, New York, reported gross income of $12,000,000 in 1983 on billings of $80,000,000. In 1982, it reported gross income of $11,250,000 on billings of $75,000,000. The agency's 1983 U.S. volume of $77,000,000 consisted of $62,100,000 in media, $8,200,000 in materials and services and $6,700,000 in capitalized fees. Its 1982 U.S. volume of $73,000,000 consisted of $58,800,000 in media, $7,800,000 in materials and services and $6,400,000 in capitalized fees.

The agency's overseas volume was $3,000,000 for 1983 and $2,000,000 for 1982. In 1983, the agency gained Erno Laszlo Institute (skin treatment products), Fisher-Price Juvenile Products (children's furniture & accessories), Great Waters of France (Calistoga Water, Oasis Water, Bonne Maman Preserves), S.C. Johnson & Son (special projects), Prince Matchabelli (Aziza Powder Pencil, All Day Performing Cosmetics), Ragu' Foods (Ragu' Chunky Garden Style Spaghetti Sauce and Ragu' Pizza Quick Kit).

It lost AMF Inc. and Julius Wile Sons & Co.

Billing breakdown: Newspapers 4%, magazines 27%, radio 7%, network tv 44%, spot tv 17%, outdoor 1%.

The agency has 135 employes in one office, the same as a year ago.

Top execs: Joe LaRosa, chairman; Saul Waring, president; Mort Grossman, John McCrosky, exec vps; Marty Narva, Larry Weisberg, Irwin Levy, Francesca Blumenthal, Vince Salmieri, Robert Oksner, senior vps.

Phone: (212) 755-0700.

## Wyse Advertising

| Gross Income | 1983 | 1982 |
|---|---|---|
| U.S. | $9,386,582 | $8,618,044 |
| Total | $9,386,582 | $8,618,044 |

Wyse Advertising, Cleveland, reported gross income of $9,386,582 in 1983 on billings of $68,555,484. In 1982, it reported gross income of $8,618,044 on billings of $64,650,317.

The agency's 1983 volume consisted of $38,232,064 in media, $9,580,898 in materials and services and $20,742,522 in capitalized fees. Its 1982 volume consisted of $34,115,053 in media, $8,548,236 in materials and services and $21,987,028 in capitalized fees. Included in the agency's figures are those of U.S. subsidiaries:

- American Telepages
- Wyse Public Relations.

In 1983, the agency gained Maidenform, First National Supermarkets' Pick-N-Pay and Edwards Food Warehouse divisions, Richman Bros.

It lost Fazio's Supermarkets.

Billings breakdown: Newspapers 11%, magazines 25%, radio 11%, network tv 15%, spot tv 24%, outdoor 2%, other 12%.

The agency has 198 employes in two offices; a year ago it had 190 employes in five offices.Top execs: Marc A. Wyse, chairman; Lois Wyse, president; James B. Rucker, vice-chairman; James E. Kline, president, American Telepages; Robert B. Wyse, president/Wyse Public Relations; Richard A. Voehl, John E. Lippmann, John Shima, James Pockmire, exec vps.

Phone: (216) 696-2424.

# Agencies: $1 million to $5 million

## Eastern region

Maine
Vt.
N.H.
Mass.
New York
Rhode Island
Conn.
Pennsylvania
New Jersey
Md.
Del.

**AMS Advertising**, New York, reported gross income of $2,883,382 in 1983 on billings of $15,563,375. In 1982, it reported gross income of $1,797,737 on billings of $11,985,030. Volume in 1983 consisted of $12,502,050 in media, $2,744,500 in materials and services and $316,825 in capitalized fees. In 1982, volume consisted of $9,301,035 in media, $2,450,545 in materials and services and $233,450 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 30%, radio 10%, spot tv 30%, business papers 10%. Employes: 24. Top execs: Stanley Pearlman, president; Donald Aaronson, Donald Turner, exec vps.

Phone: (212) 683-7030.

**Ackerman Advertising Communications**, Greenvale, N.Y., reported gross income of $1,010,000 in 1983 on billings of $7,257,550. In 1982, it reported gross income of $770,000 on billings of $5,437,300. Volume in 1983 consisted of $4,950,000 in media, $540,000 in materials and services and $1,767,550 in capitalized fees. In 1982, the agency's volume consisted of $3,850,000 in media, $320,000 in materials and services and $1,267,300 in capitalized fees. Accounts gained: Norstar Bank of Long Island, Empress International, Paul's Peanuts, Ocean Packing, Met Food Service, White Rose Foods. Lost: Travelsavers Ltd. Billings breakdown: Newspapers 20%, magazines 5%, supplements 10%, radio 25%, spot tv 20%, cable tv 3%, business papers 5%, point of sale 5%, direct mail 7%. Employes: 23. Top execs: Skip Ackerman, president; Ruth Haltman, senior vp.

Phone: (516) 484-5150.

**Ad Agency**, New York, reported gross income of $1,341,000 in 1983 on billings of $8,938,331. In 1982, it reported gross income of $1,218,800 on billings of $8,125,755. It did not break down its volume for either year. Billings breakdown: Newspapers 40%, magazines 25%, supplements 10%, spot tv 5%, direct mail 20%. Employes: 4. Top exec: Donald O'Grady, president.

Phone: (212) 581-2000.

**Adams, Rickard & Mason**, Glastonbury, Conn., reported gross income of $1,135,700 in 1983 on billings of $7,571,700. In 1982, it reported gross income of $972,943 on billings of $6,489,530. Volume in 1983 consisted of $1,810,925 in media, $1,219,588 in materials and services and $4,541,187 in capitalized fees. In 1982, volume consisted of $1,994,800 in media, $1,379,333 in materials and services and $3,115,397 in capitalized fees. Accounts gained: CT Associated Builders & Contractors, American Chemical & Engineering, Day, Berry & Howard, Lydall & Foulds, Pnuemo Precision. Lost: Fairbanks Weighing Division. Billings breakdown: Newspapers 5%, magazines 28%, radio 2%, outdoor 1%, business papers 52%, point of sale 2%, other 10%. Employes: 25. Top execs: Frederick C. Adams, ceo; Albert D. Mason, president; Johnathon Rickard, exec vp.

Phone: (203) 659-1311.

**Adler, Schwartz**, Englewood Cliffs, N.J., reported gross income of $1,008,400 in 1983 on billings of $6,535,616. In 1982, it reported gross income of $987,721 on billings of $6,491,502. Volume in 1983 consisted of $326,400 in media, $508,700 in materials and services and $5,700,516 in capitalized fees. In 1982, volume consisted of $378,700 in media, $492,340 in materials and services and $5,620,452 in capitalized fees. Accounts gained: Burmah-Castrol motor oils & lubricants (special projects), NYNEX Mobil Communications Co., Henry Bros. Electronics, Essex Specialty Foods, New York Cellular Radio Products (project). Lost: Finnfoods. Billings breakdown: Newspapers 10%, business papers 40%, other 50%. Employes: 18. Top execs: Richard Schwartz, president; Peter Adler, exec vp; Laura Eisenman, vp.

Phone: (201) 461-8450.

**Griffin Bacal Inc.**, New York, reported gross income of $4,215,000 in 1983 on billings of $28,100,000. In 1982, it reported gross income of $3,120,000 on billings of $20,800,000. Volume in 1983 consisted of $25,400,000 in media and $2,700,000 in materials and services. In 1982, volume consisted of $18,500,000 in media and $2,300,000 in materials and services. Accounts gained: Vogart Crafts Corp. Billings breakdown: Magazines 4%, network tv 17%, spot tv 79%. Employes: 38. Top execs: Jules Bacal, Arthur Heller, Paul Kurnit.

Phone: (212) 687-2500.

**Ballota, Napurano & Co.**, Springfield, N.J., reported gross income of $1,020,000 in 1983 on billings of $6,730,000. In 1982, it reported gross income of $756,000 on billings of $4,936,000. Volume in 1983 consisted of $4,130,000 in media, $2,600,000 in materials and services. In 1982, volume consisted of $2,900,000 in media, $2,036,000 in materials and services. Accounts gained: *Chemical Processing* magazine, Lincoln (dealers) St. Louis, Celanese Engineering Resins. Lost: Metromedia Telecommunications. Billings breakdown: Newspapers 5%, magazines 55%, radio 20%, spot tv 10%, direct mail 10%. Employes: 18. Top execs: Robert Ballotta, president; Joseph Napurano, exec vp.

Phone: (201) 379-6016.

**Baron & Zaretsky**, New York, reported gross income of $1,230,000 in 1983 on billings of $8,200,000. In 1982, it reported gross income of $600,000 on billings of $4,000,000. Volume in 1983 consisted of $8,200,000 in media alone. In 1982, volume consisted of $4,000,000, also in media. Accounts gained: Fortunoff, Faema espresso machines, Gold Toe Socks, *Popular Mechanics*. Billings breakdown: Newspapers 40%, magazines 35%, network tv 5%, spot tv 10%, cable tv 5%, other 5%. Employes: 16. Top execs: Kenneth D. Baron, president; Burton Zaretsky, exec vp.

Phone: (212) 677-1747.

**Beaumont, Heller & Sperling**, Reading, Pa., reported gross income of $1,260,212 in 1983 on billings of $9,761,015. In 1982, it reported gross income of $1,467,450 on billings of $11,016,742. Volume in 1983 consisted of $1,589,249 in media, $1,244,515 in materials and services and $6,927,251 in capitalized fees. In 1982, volume consisted of $2,218,105 in media, $1,491,979 in materials and services and $7,306,658 in capitalized fees. Accounts gained: New Home Federal Savings, Berks Products, Executone Telecommunications. Lost: Bally Case & Cooler, Garland Commercial Industries. Billings breakdown: Newspapers 1%, outdoor 1%, business papers 15%, direct mail 23%, other 60%. Employes: 45. Top execs: Robert D. Beaumont, president; Donald T. Beaumont Jr., senior exec vp; James Buchanan, senior vp.

Phone: (215) 375-4311.

**Berenson & Isham**, Boston, reported gross income of $1,251,471 and net income of $43,644 in 1983 on billings of $6,104,739. In 1982, it reported gross income of $1,499,016 and net income of $52,465 on billings of $6,813,712. Volume in 1983 consisted of $3,750,693 in media, $729,495 in materials and services and $1,624,551 in capitalized fees. In 1982, volume consisted of $3,699,000 in media, $889,600 in materials and services and $2,225,112 in capitalized fees. Accounts gained: Celltec International Ltd., Doverbrook Estates, Heathdelle Associates, New England Dental Collaborative, Rollert & Sullivan, St. Germaine, Turning Point Software, Wellesley Leasing. Lost: Alpha Business Centers, Federal Research Corp., First Petroleum Corp., Phoenix Concepts. Billings breakdown: Newspapers 35%, magazines 15%, radio 5%, transit 2.5%, point of sale 2.5%, direct mail 35%, other 5%. Employes: 12. Top execs: Paul S. Berenson, president; Carolynn C. Isham, exec vp.

Phone: (617) 423-1120.

**Bergelt Advertising**, New York, reported gross income of $1,382,000 in 1983 on billings of $9,200,000. In 1982, it reported gross income of $1,277,000 on billings of $8,510,000. Volume in 1983 consisted of $4,100,000 in media, $2,900,000 in materials and services and $2,200,000 in capitalized fees. In 1982, volume consisted of $3,700,000 in media, $2,780,000 in materials and services and $2,030,000 in capitalized fees. Accounts gained: Chem-Fleur International, PPF International unit of Unilever, Hubbard Farms, Hydro Group. Lost: Murray Electronics. Billings breakdown: Newspapers 15%, magazines 13%, radio 5%, spot tv 1%, business papers 10%, farm publications 25%, point of sale 1%, direct mail 10%, other 20%. Employes: 22. Top execs: Edward C. Bergelt, chairman-ceo; John M. Fraioli, exec vp-partner.

Phone: (212) 490-2666.

**Edwin Bird Wilson Inc.**, New York, reported gross income of $3,990,000 in 1983 on billings of $29,151,892. In 1982, it reported gross income of $3,550,000 on billings of $25,008,542. Volume in 1983 consisted of $18,875,602 in media, $4,460,424 in materials and services and $5,815,866 in capitalized fees. In 1982, volume consisted of $16,442,169 in media, $4,291,086 in materials and services and $4,275,287 in capitalized fees. Accounts gained: First Nationwide Savings, J.J. Kenny Co., Safavieh Carpets of Isfahan. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, spot tv 15%, outdoor 5%, business papers 10%. Employes: 68. Top execs: Delano W. Ladd Jr., chairman; Richard Farrell, president; Hubert Donlon, vice-chairman; Gene Grayson, exec vp.

Phone: (212) 684-5220.

**Barry Blau & Partners**, Westport, Conn., reported estimated gross income of $3,216,600 in 1983 on billings of $21,444,160. In 1982, it reported gross income of $2,831,400 on billings of $18,876,378. Volume in 1983 consisted of $803,030 in media, $11,381,416 in materials and services and $9,259,714 in capitalized fees. In 1982, volume consisted of $873,650 in media, $9,489,600 in materials and services and $8,513,128 in capitalized fees. Accounts gained: E.F. Hutton & Co. Billings breakdown: Supplements 10%, radio 2%, network tv 3%, direct mail 80%, other 5%. Employes: 42 in two offfices. Top execs: Peter Blau, president; Dennis Eastham, Ronald Friedman, exec vps; Warren Pelton, Edmund Schooler, Mark Goroff, senior vps.

Phone: (203) 227-0020.

**Bloom & Gelb**, New York, reported gross income of $1,204,968 in 1983 on billings of $8,037,137. In 1982, it reported gross income of $881,719 on billings of $5,881,065. No volume breakout was provided. Accounts gained: *Compute!* Publications, Consumers Union Foundation, James River Traders, The Conference Board. Lost: Ziff-Davis Computer Magazine Group. Billings breakdown: Newspapers 15%, magazines 25%, radio 5%, spot tv 10%, direct mail 45%. Employes: 18. Top execs: Carl P. Bloom, president; Pete Gelb, exec vp.

Phone: (212) 286-0170.

**William J. Bologna International**, New York, reported gross income of $3,900,000, including $100,000 overseas, in 1983 on billings of $25,400,000, including overseas billings of $670,000. In 1982, it reported gross income of $2,800,000 on billings of $18,100,000, including overseas billings of $167,000. Volume in 1983 consisted of $1,770,000 in media, and $23,000,000 in capitalized fees. In 1982, volume consisted of $1,900,000 in media, and $16,000,000 in capitalized fees. Accounts gained: Sandoz, Acute Care Publishing, Allergy Laboratories of Ohio, Franklin Communications. Lost: None. Billings breakdown: Magazines 35%, cable tv 5%, direct mail 30%, other 30%. Employes: 47 in two offices. Top execs: Bill Bologna, president; Steven Girgenti, exec vp.

Phone: (212) 460-5980.

**Lawrence Butner Advertising**, New York, reported gross income of $1,653,750 in 1983 on billings of $11,025,000. In 1982, it reported gross income of $1,203,750 on billings of $8,025,000. Volume in 1983 consisted of $9,833,000 in media, $525,000 in materials and services and $667,000 in capitalized fees. In 1982, volume consisted of $7,083,050 in media, $375,000 in materials and services and $566,950 in capitalized fees. Accounts gained: *Tennis* magazine, *American Heritage*, U.S. Capital Corp. Lost: None. Billings breakdown: Newspapers 4%, magazines 1%, radio 30%, network tv 20%, spot tv 20%, cable tv 20%, transit 1%, business papers 2%, direct mail 2%. Employes: 23. Top execs: Lawrence Butner, president; Eleanor Butner, exec vp.

Phone: (212) 682-3200.

**Castor Spanish International**, New York, reported gross income of $2,250,000 in 1983 on billings of $15,000,000. In 1982, it reported gross income of $1,800,000 on billings of $12,000,000. Volume in 1983 consisted of $13,000,000 in media and $2,000,000 in materials and services. In 1982, volume consisted of $10,500,000 in media and $1,500,000 in materials and services. Accounts gained: Tampax Inc., Michelob-Michelob Light, Coca Cola/USA (Coke, Sprite, Dite Coke, Tab), United Way of America, Helena Rubinstein. Billings breakdown: Newspapers 6%, magazines 15%, radio 20%, network tv 12%, spot tv 30%, outdoor 10%, business papers 2%, transit 3%, point of sale 2%. Employes: 30 in three offices. Top execs: Castor A. Fernandez, president; Arturo A. Andrade, exec vp.

Phone: (212) 719-3808.

**Cato Johnson/Y&R Inc.**, New York, reported gross income of $4,000,000 in 1983 on billings of $26,680,000. In 1982, it reported gross income of $3,799,000 on billings of $25,340,000. Volume in 1983 consisted of $11,877,000 in media, $5,438,000 in materials and services and $9,365,000 in capitalized fees. In 1982, volume consisted of $9,831,000 in media, $5,971,000 in materials and services and $9,538,000 in capitalized fees. Accounts gained: Baccarat, Royal Worcester Spode, Network Mail (Blair Marketing), Jamaica National Investment Program, *Living Anew* magazine, Satcorp Inc. Lost: Xerox Retail Stores, *Frequent Flyer* magazine. Billings breakdown: Newspapers 32%, magazines 26%, radio 5%, network tv 4%, spot tv 1%, cable tv 1%, other 31%. Employes: 65. Top execs: Ace Dalton, president-ceo; D.J. Warner, R.V. Graham, J. Geoghegan, B. Wager, E. Danahy, senior vps.

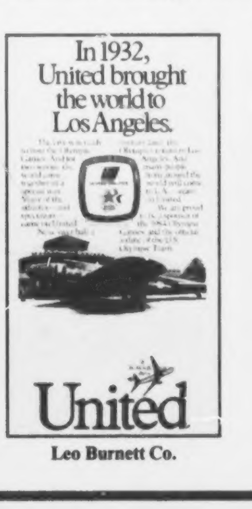
Phone: (212) 210-5595.

**Chalk, Nissen, Hanft**, New York, reported gross income of $1,945,000 in 1983 on billings of $13,500,000. In 1982, it reported gross income of $2,001,000 on billings of $14,010,000. Volume in 1983 consisted of $9,000,000 in media and $4,500,000 in materials and services. In 1982, volume consisted of $9,340,000 in media and $4,670,000 in materials and services. Accounts gained: *Gentleman's*

## Category profiles: Olympics tie-ins

**There's hardly a break in the tie-in action as the Olympics Winter Games end and advertisers turn toward the Summer Games in Los Angeles.**

D'Arcy MacManus Masius


In 1932, United brought the world to Los Angeles.
United

Leo Burnett Co.

GOLD MEDALISTS

Young & Rubicam/Dentsu

## Gross income of $1,000,000 to $5,000,000

Quarterly, *Vogue*, Plum Stores, L&B Contract Furniture, Caressa Shoes, Aqua di Selva and Wall Street men's fragrances, both divisions of the MEM Co. Lost: HBA Furs, Drizzle Coats, Beldoch Popper apparel. Billings breakdown: Newspapers 6%, magazines 25%, supplements 2%, radio 4%, network tv 8%, spot tv 45%, cable tv 6%, business papers 4%. Employes: 18. Top execs: Edwin Hanft, Howard W. Chalk and Joseph Nissen, managing directors; Richard Foley, exec vp.

Phone: (212) 838-5900.

**Chester Gore Co.**, New York, reported gross income of $1,901,122 in 1983 on billings of $13,021,802. In 1982, it reported gross income of $1,685,000 on billings of $11,205,000. Volume in 1983 consisted of $8,676,241 in media, $1,113,399 in materials and services and $3,232,162 in capitalized fees. In 1982, volume consisted of $7,253,094 in media, $1,485,573 in materials and services and $2,466,333 in capitalized fees. Accounts gained: Christian Dior Intimates. Billings breakdown: Newspapers 3%, magazines 69%, network television 26%, business papers 2%. Employes: 24. Top exec: Chester Gore, president.

Phone: (212) 759-6600.

**Ted Chin & Co.**, New York, reported gross income of $1,950,000 in 1983 on billings of $12,770,000. In 1982, it reported gross income of $1,810,000 on billings of $12,220,000. Volume in 1983 consisted of $5,592,000 in media, $875,000 in materials and services and $6,303,000 in capitalized fees. In 1982, volume consisted of $5,407,000 in media, $810,000 in materials and services and $6,003,000 in capitalized fees. Accounts gained: Nabisco Brands (Royal "No Bake" Lemon Meringue Pie Mix), Citizen Watch Co. of America. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, network television 14%, radio 5%, spot tv 35%, cable television 2%, outdoor 1%, transit 3%, business papers 10%. Employes: 24. Top execs: Ted Chin, president.

Phone: (212) 421-8989.

**Clarke Goward Carr & Fitts**, Boston, reported gross income of $2,300,000 and net income of $175,000 in 1983 on billings of $15,304,000. The agency did not report figures for 1982. Volume in 1983 consisted of $6,000,000 in media, $1,300,000 in materials and services and $8,004,000 in capitalized fees. Accounts gained: Apollo Computer, The Boston Co., CGX, Control Key Corp., Deckhouse, Eastern Canvas, Harper & Faye, Health Stop, Loomis Sayles & Co., Medi-Tech, Peabody Office Furniture, Price Waterhouse, Quartet Books, Riverside Park, RACAL-Redac (overseas). Lost: Data General, Collonade Hotel. Billings breakdown: Newspapers 15%, magazines 20%, radio 15%, spot tv 25%, outdoor 3%, transit 2%, business papers 20%. Employes: 40. Top execs: Terence M. Clarke, chairman-president; John Goward, Peter Morrissey, James Fitts, vps.

Phone: (617) 536-7611.

**Contemporary Marketing**, Bala Cynwyd, Pa., reported gross income of $1,200,000 in 1983 on billings of $8,000,000. In 1982, it reported gross income of $975,000 on billings of $8,000,000. The agency did not break down its volume for either year. Accounts gained: Dana Corp.'s Spicer clutch division, A-1 Remanufacturing division, M. Cardone Industries. Lost: None. Billings breakdown: Newspapers 15%, magazines 35%, radio 10%, spot tv 15%, outdoor 1%, business papers 10%, point of sale 4%, other 10%. Employes: 32 in two offices. Top exec: Theodore H. Tromsdorf, president.

Phone: (215) 667-3683.

**Cosmopulos, Crowley & Daly**, Boston, had estimated gross income of $1,500,000 in 1983 on billings of $10,000,000. In 1982, it had estimated gross income of $600,000 on billings of $4,000,000. Volume for both years was all in media. Accounts gained: Alloy Computer Products, Dataproducts, Data Resources Inc., Eljenn International, JobLine, Joyce Chen Products, Link Telecommunications, Livermore Shoe Co., Value Line and Artists Foundation. Lost: Pixel and Cadmus Computer. Billings breakdown: Newspapers 15%, magazines 20%, supplements 5%, radio 20%, spot tv 10%, outdoor 5%, transit 5%, business papers 10%, point of sale 5%, direct mail 5%. Employes: 29. Top execs: Stavros Cosmopulos, chairman; Robert J. Crowley, exec vp; Harold E. Daly Jr., president.

Phone: (617) 266-5500.

**DR Group**, New York, had estimated gross income of $2,855,000 in 1983 on billings of $25,554,000. In 1982, it had estimated gross income of $1,709,000 on billings of $20,097,000. Volume in 1983 consisted of $300,000 in media, $6,511,000 in materials and services and $18,743,000 in capitalized fees. In 1982, volume consisted of $269,000 in media, $8,696,000 in materials and services and $11,132,000 in capitalized fees. Accounts gained: Dennison Manufacturing, The Nestle Co. (fund raising) and Wadsworth Professional Software. Lost: Massachusetts Mutual Life Insurance. Billings breakdown: Newspapers 1%, magazines 2%, radio 1%, direct mail 50%, other 46%. Employes: 55 in three offices. Top execs: George J. Zahka, chairman; C. James Schaefer, president; Arthur R. Wilson, exec vp; William S. Stockdale, William C. Allen, Peter F. Rossi, Lawrence K. Carlbon, senior vps.

Phone: (212) 391-8600.

**David Deutsch Associates**, New York, reported gross income of $3,449,895 in 1983 on billings of $23,000,000. In 1982, it reported gross income of $2,098,933 on billings of $14,000,000. Volume in 1983 consisted of $20,745,300 in media, $828,000 in materials and services and $1,426,700 in capitalized fees. In 1982, volume consisted of $12,620,220 in media, $506,000 in materials and services and $873,780 in capitalized fees. Accounts gained: Ericsson Group, Scholastic Inc., Spontex Inc., Louis Vuitton, Morris Moskowitz. Lost: None. Billings breakdown: Newspapers 5%, magazines 30%, supplements 20%, radio 5%, spot tv 15%, business papers 15%, point of sale 5%, direct mail 5%. Employes: 28. Top execs: David Deutsch, chairman; James J. Aucone, president; Rocco E. Campanelli, vice-chairman; J. Kevin Buckley, senior vp.

Phone: (212) 867-0044.

**Dickison & Rakaseder**, Westport, Conn., reported gross income of $1,045,000 in 1983 on billings of $6,830,000. No information was provided for 1982. Volume in 1983 consisted of $3,029,000 in media, $559,000 in materials and services and $3,242,000 in capitalized fees. Accounts gained: Connecticut Oldsmobile Marketing Group, Ed Mitchell of Westport Inc., Integrated Financial Software, Pepperidge Farm Thrift Stores, Soundview Plaza and Scott Aquascapes. Billings breakdown: Newspapers 25%, magazines 27%, radio 18%, spot television 11%, outdoor 1%, business papers 18%. Employes: 15. Top execs: Donald L. Dickison, chairman; Ronald S. Rakaseder, president.

Phone: (203) 226-1296.

**Dorland & Sweeney**, Philadelphia, reported gross income of $1,630,601 in 1983 on billings of $10,796,685. The agency did not report figures for 1982. Volume in 1983 consisted of $283,235 in media, $615,957 in materials and services and $9,897,493 in capitalized fees. Accounts gained: Dow Corning Ophthalmics. Lost: None. Billings breakdown: Newspapers 5%, magazines 20%, direct mail 20%, other 55%. Employes: 35. Top execs: Harry A. Sweeney Jr., president; Dick Jones, Michael Hill, exec vps.

Phone: (215) 625-0111.

**Dorritie & Lyons**, New York, had an estimated gross income of $4,125,000 in 1983 on billings of $27,500,000. In 1982, it had an estimated gross income of $3,030,000 on billings of $20,200,000. Volume in 1983 consisted of $21,050,000 in media, $2,800,000 in materials and services and $3,650,000 in capitalized fees. In 1982, volume consisted of $16,000,000 in media, $1,800,000 in materials and services and $2,400,000 in capitalized fees. Accounts gained: Smith Kline & French (new product) and Abbott Laboratories. Billings breakdown: Newspapers 1%, magazines 80%, business papers 4%, point of sale 10%, other 5%. Employes: 36. Top execs: John F. Dorritie, president; Albert G. Nickel and Michael J. Lyons, vps.

Phone: (212) 687-9394.

**Dugan-Farley Communications Associates**, Montvale, N.J., reported gross income of $4,007,577 in 1983 on billings of $26,252,000. In 1982, it reported gross income of $3,367,712 on billings of $22,060,507. Volume in 1983 consisted of $5,009,471 in media, $2,425,639 in materials and services and $18,816,890 in capitalized fees. In 1982, volume consisted of $4,209,640 in media, $2,038,352 in materials and services and $15,812,515 in capitalized fees. The agency did not list accounts gained or lost last year. Billings breakdown: Magazines 65%, direct mail 15%, other 20%. Employes: 30. Top execs: John P. Dugan, president; E. John Farley, exec vp.

Phone: (201) 391-1500.

**Ehrlich-Manes & Associates**, Bethesda, Md., reported estimated gross income of $4,723,321 in 1983 on billings of $31,488,088. In 1982, it reported gross income of $4,521,075 on billings of $30,140,502. Volume in 1983 consisted of $22,394,946 in media, $2,932,650 in materials and services and $6,160,492 in capitalized fees. In 1982, volume consisted of $20,977,872 in media, $3,073,573 in materials and services and $6,089,057 in capitalized fees. Accounts gained: Beverage Capital Corp., Cardio Diagnostic Center, First Maryland S&L, GTE Spacenet, Lendman Associates, Madison Hotels, Royal Formal & Bridal, Satellite Business Systems, Tesdata Systems, John G. Webster Co. Lost: Booz Allen & Hamilton, Toxigenics Inc., Dairy Food Industries Supply Assn., Mark I. Billings breakdown: Newspapers 19.23%, magazines 8.27%, radio 12.28%, spot tv 15.33%, business papers 15.95%, direct mail 5.98%, other 22.96%. Employes: 65. Top execs: Alvin Q. Ehrlich, chairman; Nella C. Manes, president; Neal Edwards, Charles L. Smith, Sherwin Stein, senior vps.

Phone: (301) 657-1800.

**Eisner & Associates**, Baltimore, reported gross income of $3,016,450 in 1983 on billings of $20,112,303. In 1982, it reported gross income of $2,128,175 on billings of $13,621,125. Volume in 1983 consisted of $12,987,500 in media, $1,848,000 in materials and services and $5,276,803 in capitalized fees. In 1982, volume consisted of $9,534,000 in media, $1,169,000 in materials and services and $2,918,125 in capitalized fees. Accounts gained: Delmarva Power & Light Co., Horn & Horn Smorgasbords, Capital City, Sutton Landis Shoe Machine Co., Avir Corp., Textrol Corp., Ocean Development Group, John Sims, Cross Keys Antiques, Harbor Exchange, White Coffee Pots Inns. Lost: Town & Country Apartments, Mash's Ham Products. Billings breakdown: Newspapers 24%, magazines 6%, radio 22%, network tv 4%, spot tv 30%, outdoor 3%, business papers 6%, point of sale 3%, direct mail 2%. Employes: 48. Top execs: Henry W. Eisner, chairman; Steven C. Eisner, president; Sidney L. Cohen and Dan Stachurski, senior vps.

Phone: (301) 685-3390.

**Ellis Singer Group**, Buffalo, N.Y., reported gross income of $1,515,095 in 1983 on billings of $10,101,138. In 1982, it reported gross income of $1,034,765 on billings of $6,898,778. Volume in 1983 consisted of $5,050,569 in media, $2,020,227 in materials and services and $3,030,342 in capitalized fees. In 1982, volume consisted of $3,988,452 in media, $488,539 in materials and services and $2,421,787 in capitalized fees. Accounts gained: AL Tech Specialty Steel, Buffalo Telephone Co., The Erie County Fair, The Buffalo Convention Center, Jewett Refrigeration, McGard Inc., Moog Electronics and Crystal Beach. Billings breakdown: Newspapers 11%, magazines 13%, radio 15%, network, spot and cable tv 20%, outdoor 2%, business papers 15%, point of sale 5%, direct mail 8%, other 11%. Employes: 30. Top execs: Maxwell E. Ellis, chairman; Lawrence H. Singer, president.

Phone: (716) 884-8885.

**Emerson Marketing Agency**, New York, reported gross income of $1,215,000 in 1983 on billings of $4,125,128 with net income of $267,300. In 1982, it reported gross income of $780,000 on billings of $2,619,915 with net income of $171,600. Volume in 1983 consisted of $425,250 in media, $276,500 in materials and services and $3,423,378 in capitalized fees. In 1982, volume consisted of $234,000 in media, $221,500 in materials and services and $2,164,415 in capitalized fees. Accounts gained: Standard & Poor's Corp., Technical Translations International, Walker Interactive Products. Lost: British American Petroleum, Empire Breeders Inc. Billings breakdown: Newspapers 15%, magazines 10%, supplements 2%, radio 3%, business papers 8%, direct mail 20%, other 42%. Employes: 5. Top exec: Andi Emerson, president.

Phone: (212) 260-5280

**Emery Advertising**, Hunt Valley, Md., had estimated gross income of $1,950,000 in 1983 on billings of $13,000,000. In 1982, it had estimated gross income of $1,800,000 on billings of $12,000,000. No volume breakout was provided. Accounts gained: Fincor, Maccaferri, Pangborn, Larsen, Brunswick Technetics, C.R.I. Lost: Baltimore Equitable, Fireplus, Manekin. Employes: 34. Top exec: Louis F. Mathai, president.

Phone: (301) 628-6242.

**John Emmerling Inc.**, New York, reported gross income of $1,522,500 in 1983 on billings of $10,150,000. In 1982, it reported gross income of $1,079,400 on billings of $7,100,000. Volume in 1983 consisted of $8,158,600 in media, $734,000 in materials and services and $1,257,400 in capitalized fees. In 1982, volume consisted of $5,707,000 in media, $559,000 in materials and services and $834,000 in capitalized fees. Accounts gained: The Hong Kong & Shanghai Banking Corp., Popular Services Inc., Popular Club Plan. Billings breakdown: Newspapers 4%, magazines 18%, radio 10%, network tv 10%, spot tv 42%, transit 2%, business papers 14%. Employes: 14. Top execs: John Emmerling, chairman; James R. Guthrie, president; Arthur P. Gilmore, exec vp.

Phone: (212) 751-7460.

**Ericksen Advertising & Design**, New York, reported gross income of $1,250,000 in 1983 on billings of $6,069,500. In 1982, it reported gross income of $980,000 on billings of $5,118,200. Volume in 1983 consisted of $250,000 in media, $150,000 in materials and services and $5,669,500 in capitalized fees. In 1982, volume consisted of $200,000 in media, $50,000 in materials and services and $4,869,100 in capitalized fees. Accounts gained: Artistic Office Supply, Belmay Co.,CBS/Fox Video International, Debette Fashions, King Features Entertainment, Phoenix Films. Lost: None. Billings breakdown: Newspapers 5%, magazines 85%, point of sale 10%. Employes: 12. Top exec: Robert P. Ericksen, president.

Phone: (212) 599-0553.

**Fairfax Advertising**, New York, reported gross income of $2,535,000 in 1983 on billings of $19,000,000. In 1982, it reported gross income of $1,800,000 on billings of $18,000,000. Volume in 1983 consisted of $14,750,000 in media, $2,750,000 in

## Category profiles: Credit cards

**The battle for customers, both travelers and stay-at-homes, continues among the three major card companies, Diners Club, American Express and Master Card**

You know places to get cash, even in places you don't know.
You've got the Card.

Ogilvy & Mather

Guess who's coming to Diners.

Doyle Dane Bernbach

HIGH PROFILE.

William Esty Co.

## Gross income of $1,000,000 to $5,000,000

materials and services and $1,500,000 in capitalized fees. In 1982, volume consisted of $14,750,000 in media, $2,200,000 in materials and services and $1,050,000 in capitalized fees. Accounts gained: Chapelwood Industries, City Island-Boat Yard, College University Directory, Cord Crafts Inc., Direct Marketing Industries, Focus Communications, Georgetown Condominiums, River Terrace Associates, Stone Oaks, Surrey Strathmore. Lost: General Nutrition Corp., Broadway Photo, Buckingham Production, Cadillac-Fairview. Billings breakdown: Newspapers 18%, magazines 40%, supplements 34%, radio 2%, spot tv 2%, outdoor 1%, business papers 1%, farm publications 1%, transit 1%. Employes: 35. Top execs: James W. Fishel, president; Stanley Fishel, chairman.

Phone: (212) 350-1800.

**Arthur Falconer Associates**, Englewood Cliffs, N.J., had estimated gross income of $1,615,000 in 1983 on billings of $11,000,000. No figures reported for 1982, and no volume breakout was provided for 1983. Billings breakdown: Newspapers 1%, business papers 34%, other 65%. Top execs: Arthur J. Falconer Jr., chairman; Mark B. Falconer, president; D. Gray Weaver, senior vp; Frank Reagan, L. Gilbert Bailey, Carrie Falconer, vp.

Phone: (201) 567-8585.

**Thomas G. Ferguson Associates**, Parsippany, N.J., reported gross income of $4,315,890 in 1983 on billings of $33,033,442. In 1982, it reported gross income of $3,853,472 on billings of $29,426,902. Volume in 1983 consisted of $1,643,442 in media, $3,376,000 in materials and services and $28,014,000 in capitalized fees. In 1982, volume consisted of $1,400,000 in media, $3,014,402 in materials and services and $25,012,500 in capitalized fees. U.S. subsidiaries: Pro/Com Enterprises; MEDESIGN. Accounts gained: U.S. Surgical Corp., USV Laboratories (Revlon Healthcare D.D.A.V.P.), Warner-Lambert consumer health products division (new product), Bristol-Myers' Xomed Inc. Lost: Bard-Parker. Billings breakdown: Magazines 10%, point of sale 5%, direct mail 10%, other 75%. Employes: 54. Top execs: Thomas G. Ferguson, chairman-president; Thomas D. Atkinson, M. Jean Pankow, senior vps.

Phone: (201) 540-8000.

**Fern/Hanaway**, Providence, R.I., reported gross income of $1,332,500 in 1983 on billings of $8,887,775. In 1982, it reported gross income of $1,402,500 on billings of $9,355,500. Volume in 1983 consisted of $3,612,565 in media, $4,361,420 in materials and services and $913,790 in capitalized fees. In 1982, volume consisted of $3,802,700 in media, $4,591,400 in materials and services and $961,400 in capitalized fees. Accounts gained: Coppus Engineering. Lost: Edaville RR, G.W. Dahl, The Seasons, Greater Providence & Trust. Billings breakdown: Newspapers 10%, magazines 10%, radio 5%, spot tv 10%, business papers 25%, other 40%. Employes: 38. Top execs: Sanford M. Fern, president; James F. Hanaway Jr., exec vp.

Phone: (401) 421-7202.

**Firestone & Associates**, New York, reported gross income of $2,891,160 in 1983 on billings of $19,291,350. In 1982, it reported gross income of $2,689,450 on billings of $17,932,470. Volume in 1983 consisted of $11,400,000 in media, $1,855,000 in materials and services and $6,036,350 in capitalized fees. In 1982, volume consisted of $10,600,000 in media, $1,723,000 in materials and services and $5,609,470 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 22%, supplements 2%, radio 7%, network tv 3%, spot tv 42%, business papers 7%, direct mail 2%. Employes: 31. Top exec: Murray Firestone, president.

Phone: (212) 247-4900.

**Fisher/Feld**, New York, had estimated gross income of $3,660,000 in 1983 on billings of $24,400,000 with non-U.S. income of $900,000. In 1982, it had estimated gross income of $3,445,500 on billings of $22,970,000 with non-U.S. income of $1,000,000. Volume was not broken down. Billings include U.S. subsidiaries Steadman, Sheehan, Meara & Fisher and The Triad Group. Account gained: Lucille Roberts Health Spas. Lost: Spencer Industries, Kuraray Fabrics. Billings breakdown: Newspapers 5%, magazines 15%, radio 15%, spot tv 30%, cable tv 2%, outdoor 2%, network tv 25%, business papers 2%, point of sale 1%, direct mail 3%. Employes: 20 in two offices. Top execs: Joseph K. Fisher, chairman; Daniel J. Feld, president.

Phone: (212) 246-3900.

**Franklin Spier**, New York, reported gross income of $2,748,000 in 1983 on billings of $18,329,000. In 1982, it reported gross income of $2,772,000 on billings of $18,487,000. Volume in 1983 consisted of $11,130,000 in media, $2,013,000 in materials and services and $5,186,000 in capitalized fees. In 1982, volume consisted of $11,561,000 in media, $2,040,000 in materials and services and $4,886,000 in capitalized fees. Accounts gained: *Sylvia Porter's Personal Finance*, The Garden Book Club, American Booksellers Assn., Writer's Digest Books. Billings breakdown: Newspapers 45%, magazines 20%, radio 12%, network tv 1%, spot tv 3%, cable tv 1%, outdoor 1%, transit 2%, business papers 5%, point of sale 2%, direct mail 3%, other 5%. Employes: 40. Top exec: Lee H. Simmons, president.

Phone: (212) 679-4441.

**Franznick & Cusatis Advertising**, New York, reported gross income of $1,042,957 in 1983 on billings of $6,292,444. In 1982, it reported gross income of $724,325 on billings of $5,086,339. Volume in 1983 consisted of $2,284,301 in media, $1,462,158 in materials and services and $2,545,985 in capitalized fees. In 1982, volume consisted of $1,904,628 in media, $1,003,256 in materials and services and $2,178,455 in capitalized fees. Accounts gained: R.P. Scherer North America, Chock Full O'Nuts, Solgar Co., *Audio*, Franz Kneissl. Lost: Jack Lenor Larson, Marushka. Billings breakdown: Newspapers 15%, magazines 60%, radio 20%, spot tv 5%. Employes: 14. Top execs: Philip E. Franznick, president, J. Kathleen Cusatis, exec vp.

Phone: (212) 696-4260.

**Furman Roth**, New York, reported gross income of $1,104,000 in 1983 on billings of $7,378,750. In 1982, it reported gross income of $1,020,000 on billings of $6,805,000. Volume in 1983 consisted of $6,125,000 in media, $420,000 in materials and services and $833,750 in capitalized fees. In 1982, volume consisted of $5,925,000 in media, $360,000 in materials and services and $520,000 in capitalized fees. Accounts gained: Innovation Luggage, Morris County Savings Bank, Bromley tea. Lost: Sloan's Supermarkets. Billings breakdown: Newspapers 10%, magazines 10%, radio 35%, network tv 5%, spot tv 40%. Employes: 24 in two offices. Top execs: Nat Roth, president; Ernie Roth, exec vp.

Phone: (212) 757-7393.

**Giardini/Russell**, Watertown, Mass., reported gross income of $3,536,897 in 1983 on billings of $25,869,259. In 1982, it reported gross income of $2,399,810 on billings of $16,006,733. Volume in 1983 consisted of $5,597,679 in media, $1,749,890 in materials and services and $18,521,690 in capitalized fees. In 1982, volume consisted of $3,252,749 in media, $1,376,505 in materials and services and $11,377,479 in capitalized fees. Accounts gained: American Optical Safety Products Division, Corporate Software, Faxon Co., Harvard Software, Raichle Molitor USA, Scholastic Inc., Personal Software Divison, Videotel, Wadsworth Electronics Publishing Co. Lost: Computer Task Group, NEC Electronic USA, M/A-Com, Management Decisions Systems, NAP Commercial Electronic Corp. Billings breakdown: Newspapers 5%, magazines 46%, radio 8%, spot tv 10%, outdoor 2%, business papers 28%, direct mail 1%. Employes: 65. Top execs: Robert H. Russell, chairman; Richard L. Warren, president.

Phone: (617) 926-5030.

**Gilbert, Whitney & Johns**, Whippany, N.J., reported gross income of $2,065,000 in 1983 on billings of $13,750,000. In 1982, it reported gross income of $1,700,000 on billings of $11,333,000. The agency did not break out its volume for either year. Accounts gained: ADT Co., Mepco/Electra, National Starch & Chemical Corp. Lost: Celanese Plastics & Specialties, John Dusenbery Co., George Hantscho Co. & Polychrome Corp. Billings breakdown: Newspapers 12%, magazines 45%, radio 10%, network television 25%, spot television 5%, direct mail 3%. Employes: 37. Top execs: John Daltner, president; John M. Mimnaugh, exec vp-creative director, and Kenneth Van Reekum, exec vp-operations.

Phone: (201) 386-1776.

**Daniel Glassman Advertising**, Fairfield, N.J., reported gross income of $2,650,900 and net income of $1,866,980 in 1983 on billings of $16,802,073. In 1982, it reported gross income of $1,863,800 and net income of $1,304,660 on billings of $12,487,460. Volume in 1983 consisted of $168,238 in media, and $16,633,835 in capitalized fees. In 1982, volume consisted of $28,740 in media, and $12,458,760 in capitalized fees. Accounts gained: Purepac Generics, Clark-O'Neill Inc., Cliggot Publishing, Cyanamid International. Lost: Edlaw Pharmaceuticals. Billings breakdown: Magazines 7%, direct mail 10%, other 83%. Employes: 54. Top execs: Daniel Glassman, ceo; Sander A. Flaum, exec vp; David H. Hillman, Carl S. Raphael, senior vps; Richard Romanelli, Iris S. Glassman, vps.

Phone: (201) 575-3507.

**Gleckler & Spiegel Advertising**, New York, reported gross income of $1,050,000 in fiscal 1983 (ended Sept. 30) on billings of $13,677,000. In fiscal 1982, it reported gross income of $540,000 on billings of $6,837,000. Volume in 1983 consisted of $10,500,000 in media, $1,777,000 in materials and services and $1,400,000 in capitalized fees. In 1982, volume consisted of $4,262,000 in media, $1,575,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: Desktop Software Corp., Clairol (additional new products), Parfums De Coeur (additional new products). Lost: None. Billings breakdown: Magazines 15%, network tv 65%, spot tv 15%, cable tv 3%, point of sale 2%. Employes: 12. Top execs: Gayle Gleckler, chairman; Joel R. Spiegel, president.

Phone: (212) 867-3930.

**M. L. Grant Inc.**, New York, had estimated gross income of $1,215,000 in 1983 on billings of $8,100,000. In 1982, it had estimated gross income of $1,110,000 on billings of $7,400,000. The agency did not supply a volume breakdown. Billings breakdown: Newspapers 40%, magazines 15%, radio 10%, spot tv 5%, transit 5%, business papers 20%, direct mail 5%. Employes: 34 in two offices. Top execs: Marvin L. Grant, president; Adam S. Grant, John Caruso, vps.

Phone: (212) 679-9100.

**Gray & Rogers**, Philadelphia, reported gross income of $3,270,000 in 1983 on billings of $22,600,000. In 1982, it reported gross income of $3,360,000 on billings of $22,400,000. Volume in 1983 consisted of $10,169,000 in media, $4,295,000 in materials and services and $8,136,000 in capitalized fees. In 1982, volume consisted of $10,080,000 in media, $4,256,000 in materials and services and $8,064,000 in capitalized fees. Accounts gained: Borg-Warner Central Environment Systems, Broad Street National Bank, Ewing Cole Cherry Parsky, Fischer & Porter, Greater Philadelphia Cablevision, IU International, Keystone Games, Mutual Assurance, Namolco, Old Course Golf & Country Club in St. Andrews, Scotland, PSC Water Services, Reading Co., SunData Corp. Lost: Chilton Co., Mannington Mills, Wellco Carpet. Billings breakdown: Newspapers 15%, magazines 10%, radio 8%, network tv 5%, spot tv 9%, outdoor 0.5%, business papers 40%, farm publications 5%, direct mail 2%, other 5.5%. Employes: 75 in two offices. Top execs: James W. Finegan, chairman; Robert T. Butler, president.

Phone: (215) 864-6800.

**Greengage Associates**, New York, reported gross income of $1,812,000 in 1983 on billings of $10,668,000. In 1982, it reported gross income of $1,673,750 on billings of $9,834,500. Volume in 1983 consisted of $8,000,000 in media and $2,668,000 in capitalized fees. In 1982, volume consisted of $7,500,000 in media and $2,334,500 in capitalized fees. Accounts gained: American Broadcasting Co. (special projects). Lost: None. Billings breakdown: Newspapers 28%, magazines 30%, radio 2%, spot tv 29%, cable tv 1%, business papers 5%, point of sale 5%. Employes: 25. Top execs: Richard Ferrelli, president; Reggie Troncone, exec vp.

Phone: (212) 752-8866.

### Agency Q&A

## Q: What new creative techniques will emerge this year?

**Answer:** I'm assuming you're referring to the broadcast medium rather than print. In print there are no new formula techniques, just outstanding creativity, which seems to set the good apart from the bad.

**Olshever**

As far as broadcast is concerned, specifically television, I suppose we'll see more computer graphics, continued use of highly stylized visuals, extreme close-ups of food, and lots of music. I wouldn't be surprised if some soft drink company doesn't come up with a concept built around the "break dancing" concept.

That's one of the problems with much of television advertising today. Too much technique—not enough concept. Used to be that it wouldn't enter our minds to try to prognosticate technique.

I know this sounds like a broken record but in the '60s we asked about ideas. The mermaid on the rock eating oatmeal for Quaker Oats, and the Volkswagen commercial—"How does the man who drives the snow plow get to the snow plow?"—were creative solutions based on ideas.

Amazing how those concept-driven commercials still stay with us. Wouldn't it be nice if the creative technique of 1984 would be back to basics?

**Leon Olshever**
President
Carlson, Liebowitz & Olshever
Los Angeles

**Greenstone & Rabasca Advertising**, Melville, N.Y., reported gross income of $2,250,000 in 1983 on billings of $15,000,000. In 1982, it reported gross income of $1,850,000 on billings of $12,300,000. It did not break out its volume in 1983 or 1982. Accounts gained: Avis Rent A Car (trade & collateral), Audiovox car stereos & speakers, Grumman Data Systems. Lost: Orient Overseas Container Lines, Spectra Products. Billings breakdown: Newspapers 25%, magazines 55%, radio 10%, spot tv 5%, cable tv 0.5%, outdoor 0.5%, business papers 4%. Employes: 47. Top execs: Kenneth Rabasca, president; Ronald Greenstone, chairman; Jerry Harmon, Norton B. Leo, exec vps; Howard Kent, senior vp.

Phone: (516) 249-2121.

**Herb Gross & Co./Media Corp.**, Rochester, N.Y., reported projected gross income of $1,130,464 in 1983 on billings of $2,766,973. In 1982, it reported gross income of $799,093 on billings of $1,446,788. Volume in 1983 consisted of $806,838 in media, $35,000 in materials and services and $1,925,135 in capitalized fees. In 1982, volume consisted of $666,861 in media, $18,000 in materials and services and $761,927 in capitalized fees. Accounts gained: Bayles Sleep, Empire Vision, Pinetree Dairy, Rochester Colonial, Shear Ego, State Photo, Monroe Muffler, WBEN Radio, Dental Associates Linprints. Lost: Ruby Gordon. Billings breakdown: Newspapers 5%, radio 30%, spot tv 60%, outdoor 4%, transit 1%. Employes: 7. Top exec: Herb Gross, president.

Phone: (716) 244-3711.

**Gross Townsend Frank**, New York, had an estimated gross income of $2,625,000 in 1983 on billings of $17,500,000. In 1982, it had an estimated gross income of $2,295,000 on billings of $15,300,000. Accounts gained: Merck Sharp & Dohme, Ames division (unit of Miles Labs), Protocol Computers, Roerig division, Pfizer Inc., SmithKline Clinical Labs. Lost: Albany International, CooperVision IOL. Billings breakdown: Cable tv 5%, business papers 65%, point of sale 5%, direct mail 15%, other 10%. Employes: 40. Top execs: Alan Gross, president; Jane Townsend, David Frank and Ronnie Hoffman, exec vps.

Phone: (212) 475-4040.

**Group Two Advertising**, Philadelphia, reported gross income of $2,100,000 in 1983 on billings of $13,100,000. In 1982, it reported gross income of $2,000,000 on billings of $12,900,000. The agency did not supply a volume breakdown. Accounts gained: Davielake Estates, Durell Park, Interdevco, Jefferson Bank, Landex Corp., Pilot Air Freight, Port of the Islands, Southwest Management, Villager Townhomes Corp. Lost: Nan Duskin, Altman Realty. Billings breakdown: Newspapers 55%, magazines 10%, radio 15%, spot tv 5%, outdoor 3%, business papers 5%, other 7%. Employes: 50 in two offices. Top execs: Richard Elkman, president-ceo; Ronald Elkman, vp.

Phone: (215) 561-2200.

**Hammond Farrell**, New York, reported gross income of $2,962,796 in 1983 on billings of $21,928,126. In 1982, it reported gross income of $2,199,766 on billings of $16,262,993. Volume in 1983 consisted of $2,747,469 in media, $1,894,145 in materials and services and $17,286,512 in capitalized fees. In 1982, volume consisted of $2,183,045

## Gross income of $1,000,000 to $5,000,000

in media. $1,508,325 in materials and services and $12,571,623 in capitalized fees. Accounts gained: Sumitomo Machinery Corp. of America, Marine Transport Lines. Lost: None. Billings breakdown: Newspapers 5%, radio 5%, spot tv 5%, business papers 75%, other 10%. Employes: 42. Top execs: Hugh J. Farrell, president; James E. Carter, senior vp.

Phone: (212) 696-5710.

**Don Hansen Advertising**, Westport, Conn., reported gross income of $1,350,000 in 1983 on billings of $9,000,000. In 1982, it reported gross income of $830,000 on billings of $4,800,000. Volume in 1983 consisted of $4,100,000 in media, $3,400,000 in materials and services and $1,500,000 in capitalized fees. In 1982, volume consisted of $1,750,000 in media, $1,103,000 in materials and services and $1,947,000 in capitalized fees. Accounts gained: Abbott Systems, Acme Chain, Acucut, Advanced Office Concepts Corp., AES Savin word processors, American Pump Co., Barden Corp., Barnes Group, Dacon Electronics, Hartford Bearing Co., ITT Grinell Valve Co., Point of View Inc., Prototype & Plastic Mold Co., The Robot People, Taylor Institute, Torrington Co., United Technologies Diesel Systems. Lost. Westico Inc. Billings breakdown not supplied. Employes: 16. Top execs: Donald G. Hansen, president; Paul L. Hopkins, exec vp; Jay M. Moody, vp.

Phone: (203) 227-9567.

**Harland, O'Connor, Tine & White**, Hartford, Conn., reported gross income of $2,466,259 in 1983 on billings of $16,093,052. The agency did not provide figures for 1982. Volume in 1983 consisted of $3,729,136 in media, $1,062,973 in materials and services and $11,300,943 in capitalized fees. Accounts gained: Royal Business Machines Copier Division, Triumph Adler North America, Chase Telecommunications, Computerease, Raymond Engineering. Lost: Society for Savings, C.H. Dexter Medical Products Division. Billings breakdown: Newspapers 35%, magazines 30%, supplements 3%, radio 17%, spot tv 10%, cable tv 1%, outdoor 1%, business papers 2%, direct mail 1%. Employes: 38. Top execs: William W. White III, chairman; Dave Tine, vice-chairman; Mary O'Connor, president; Susan Harland, exec creative director.

Phone: (203) 246-5451.

**Healy-Schutte & Comstock Advertising**, Buffalo, N.Y., reported gross income of $3,394,560 in 1983 on billings of $25,150,907. In 1982, it reported gross income of $1,72[illegible],037 on billings of $12,881,657. Volume in 1983 consisted of $6,633,443 in media, $2,790,171 in materials and services and $15,727,293 in capitalized fees. Included in the agency's figures are the financial results of its two subsidiaries, Northrup & Teel, Rochester, N.Y., and the Rath Organization, New York. In 1982, volume consisted of $2,711,103 in media, $1,854,918 in materials and services and $8,315,636 in capitalized fees. Accounts gained: Greene & Kellogg, W.D. Hassett Inc., Innovative Concepts in Entertainment, Computer Systems Center, McDonald's Product Corp. Added through acquisition: Kodak, Dunlop, WYLF-FM, Itnaco Mixing Equipment Co., Kayex-Hamco, J&S Conveyor, Tropel division of GCA, Coherent, Monarch Marketing, Daverman Association, Data Documents, Pitney Bowes, NYS EDC, NYS Electric & Gas, Onandaga Bar, Supreme Equipment, Continental Information Systems, Xerox, Agway, Rochester Products, Robson Seed, Hansen's Lab, NE Bred Alfalfa. Lost: Buffalo Optical. Billings breakdown: Newspapers 13%, magazines 23%, radio 13%, spot tv 25%, cable tv 1%, outdoor 1%, business papers 12%, farm publications 2%, point of sale 5%, direct mail 5%. Employes: 85. Top exec: Alden F. Schutte, president

Phone: (716) 884-2120.

**Herman & Rosner Enterprises**, New York, reported gross income of $1,615,000 in 1983 on billings of $10,750,000. In 1982, it reported gross income of $1,455,000 on billings of $9,700,000. Volume in 1983 consisted of $10,500,000 in media and $250,000 in materials and services. In 1982, the agency's volume consisted of $9,500,000 in media and $200,000 in materials and services. Accounts gained: Eyelab, Pocket Books, Oppenheimer & Co. Lost: Bandai America, Mettoy. Billings breakdown: Newspapers 15%, magazines 15%, radio 10%, network tv 5%, spot tv 30%, cable tv 5%, outdoor 5%, transit 5%, business papers 5%, point of sale 5%. Employes: 10. Top execs: Harvey Herman, chairman; Charles Rosner, president; Peter H. Reader, senior vp.

Phone: (212) 355-3560.

**HMK Advertising**, Chestnut Hill, Mass., had estimated gross income of $1,200,000 in 1983 on billings of $8,000,000. In 1982, it had estimated gross income of $975,000 on billings of $6,500,000. Volume in 1983 was all in media. In 1982, volume consisted of $6,500,000 in media. Accounts gained: Vantage Travel and Cable Beach Casino. Billings breakdown: Newspapers 85%, magazines 5%, spot television 2%, point of sale 3%, direct mail 5%. Employes: 22. Top exec: Harvey Karp, president.

Phone: (617) 969-7777.

**Homer & Durham Advertising**, New York, reported gross income of $2,528,056 in 1983 on billings of $18,250,853. In 1982, it reported gross income of $2,073,461 on billings of $15,727,733. Volume in 1983 consisted of $5,918,639 in media, $1,391,674 in materials and services and $10,940,540 in capitalized fees. In 1982, volume consisted of $6,522,387 in media, $2,484,094 in materials and services and $6,721,252 in capitalized fees. Accounts gained: Carey Transportation, Connecticut Limousine Service, Gray Line Sightseeing Tours, Michael Davis Shipping, Passport International, RIHT Financial Corp., Salen Lindblad Expedition Cruising, CBS Magazines (*World Tennis*). Lost: Globus Gateway Tours. Billings breakdown: Newspapers 13%, magazines 25%, radio 4%, spot tv 7%, business papers 28%, point of sale 14%, direct mail 9%. Employes: 39. Top execs: Tamara K. Homer, president; Guy F. Durham, exec vp.

Phone: (212) 370-9700.

**Impact Marketing & Communications**, Boston, had estimated gross income of $1,035,000 in 1983 on billings of $6,835,000. In 1982, it had estimated gross income of $650,000 on billings of $4,165,500. Volume in 1983 consisted of $2,000,000 in media, $1,500,000 in materials and services and $3,335,000 in capitalized fees. In 1982, volume consisted of $1,500,000 in media, $1,000,000 in materials and services and $1,665,500 in capitalized fees. Accounts gained: Project Software & Development, Computer Design & Applications, Northeastern University state-of-the-art engineering program. Lost: None. Billings breakdown: Newspapers 20%, magazines 60%, direct mail 20%. Employes: 21. Top execs: Betsyann Duval, president; Robert J. Clawson, exec vp; Dorothy Woglom, vp.

Phone: (617) 262-6250.

**InComm Inc.**, Waterbury, Conn., reported gross income of $1,300,000 in 1983 on billings of $5,269,000. In 1982, it reported gross income of $450,000 on billings of $1,584,000. Volume in 1983 consisted of $200,000 in media, $400,000 in materials and services and $4,669,000 in capitalized fees. In 1982, volume consisted of $50,000 in media, $200,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: Corbin Cabinet Lock division of Emhart Hardware, Torrington Industrial Commission, Philips Medical Systems' CT & NMR divisions, Emhart Hardware Group Export division, Mark Corp. Lost: None. Billings breakdown: Newspapers 5%, magazines 60%, business papers 5%, direct mail 30%. Employes: 15. Top execs: Alfred S. Pirozzoli, president/creative director.

Phone: (203) 574-1822.

**John Paul Itta Inc.**, New York, reported gross income of 2,873,000 in 1983 on billings of $18,693,000. In 1982, it reported gross income of $2,435,000 on billings of $15,550,000. Volume in 1983 consisted of $12,238,000 in media, $2,613,000 in materials and services and $3,842,000 in capitalized fees. In 1982, volume consisted of $10,642,000 in media, $2,178,000 in materials and services and $2,730,000 in capitalized fees. Accounts gained: Coty Musk for Men, Coty Wild Musk. Lost: Aer Lingus. Billings breakdown: Newspapers 13%, magazines 14%, radio 9%, spot tv 22%, cable tv 3%, outdoor 1%, network tv 32%, transit 1%, business papers 1%, point of sale 2%, direct mail 2%. Employes: 21. Top exec: John Paul Itta, president.

Phone: (212) 541-4460.

**Jameson Advertising**, New York, reported gross income of $1,902,556 in 1983 on billings of $11,681,535. In 1982, it reported gross income of $1,618,754 on billings of $10,794,393. Volume in 1983 consisted of $4,410,359 in media, $1,334,876 in materials and services and $5,936,300 in capitalized fees. In 1982, volume consisted of $4,235,815 in media, $1,155,878 in materials and services and $5,402,700 in capitalized fees. Accounts gained: *Americana* magazine, *Medcomp* magazine, *Redbook*, *Connoisseur*, *Popular Mechanics*, Sharp Features. Lost: *Prevention*. Billings breakdown: Newspapers 38%, magazines 27%, supplements 4%, radio 9%, business papers 15%, direct mail 7%. Employes: 25. Top execs: Austen E. Ettinger, president; Lloyd E. Miller, exec vp.

Phone: (212) 867-2323.

**Jarman, Spitzer & Felix**, New York, reported gross income of $2,472,210 in 1983 on billings of $15,100,000. In 1982, it reported gross income of $2,247,464 on billings of $13,766,500. Volume in 1983 consisted of $7,100,000 in media, $4,951,330 in materials and services and $3,048,670 in capitalized fees. In 1982, volume consisted of $5,915,100 in media, $5,050,000 in materials and services and $2,801,400 in capitalized fees. Accounts gained: Tiffen, Copal, Dickinson Immunodiagnostic. Lost: None. Billings breakdown: Newspapers 6%, magazines 3%, radio 3%, business papers 40%, direct mail 20%, other 28%. Employes: 53 in four offices. Top execs: Richard Felix, chairman; John Spitzer, president.

Phone: (212) 661-3322.

**Jim Johnston Advertising**, New York, reported gross income of $2,426,100 in 1983 on billings of $21,187,767. In 1982, it reported gross income of $2,718,246 on billings of $19,062,537. Volume in 1983 consisted of $16,625,480 in media, $1,204,816 in materials and services and $3,357,471 in capitalized fees. In 1982, volume consisted of $14,825,472 in media, $909,909 in materials and services and $3,327,156 in capitalized fees. Accounts gained: Elderplan Health Maintenance Organization, Metropolitan Jewish Geriatric Center. Lost: None. Billings breakdown: Newspapers 21%, magazines 45%, radio 9%, cable tv 1%, transit 2%, business papers 14%, direct mail 1%, other 7%. Employes: 34. Top execs: J.J. Johnston, chairman-president; Pat Johnston, exec vp, and Howard Gerber, Robert Fox, Peter Gmitro, senior vps.

Phone: (212) 490-2121.

**Kalish & Rice**, Philadelphia, had estimated gross income of $3,600,000 in 1983 on billings of $24,000,000. In 1982, it had estimated gross income of $3,030,000 on billings of $20,200,000. The agency did not supply a volume breakdown. Accounts gained: American Property Group, Curacao Tourist Board, Philadelphia Stars, Datapro Research Corp., Telebet, Philadelphia Electric Co., Greater Media Cable Television. Lost: None. Billings breakdown: Newspapers 24%, magazines 10%, radio 24%, spot tv 37%, other 5%. Employes: 78. Top execs: Allan S. Kalish, president; Howard M. Rice, Stephen A. Levine, exec vps.

Phone: (215) 299-3800.

**Kelly Michener**, Valley Forge, Pa., reported gross income of $2,163,544 in 1983 on billings of $18,105,735. In 1982, it reported gross income of $2,446,511 on billings of $17,838,741. Volume in 1983 consisted of $5,382,755 in media, $1,500,965 in materials and services and $11,222,015 in capitalized fees. In 1982, volume consisted of $4,058,204 in media, $2,267,070 in materials and services and $11,513,467 in capitalized fees. Accounts gained: Hanover Shoes, Harrisburg Surgical, Let's Talk Telephones, Monsey Products, Reisman Pretzel, Seltzer Lebanon Bologna, SIS: Sundata, Tulas Corp., UTZ Quality Foods, Vista Scientific. Lost: Matier-Bunt, Woolrich, Ryland Homes. Billings breakdown: Newspapers 21%, magazines 25%, radio 14%, spot tv 16%, outdoor 5%, business papers 15%, direct mail 3%, other 1%. Employes: 45. Top execs: Robert L. Kelly, president; Walter W. Michener, chairman; Kenneth L. Ulsh, Joseph M. Possemato, exec vp.

Phone: (215) 964-0500.

**Knudsen Moore Schropfer**, Stamford, Conn., reported gross income of $1,395,000 in 1983 on billings of $9,300,000. In 1982, it reported gross income of $1,200,000 on billings of $8,000,000. Volume in 1983 consisted of $8,100,000 in media, $1,000,000 in materials and services and $200,000 in capitalized fees. In 1982, volume con-

sisted of $6,955,000 in media, $870,000 in materials and services and $175,000 in capitalized fees. Account gains and losses were not reported. Billings breakdown: Newspapers 9%, magazines 28%, radio 10%, spot tv 25%, cable tv 2%, outdoor 5%, business papers 12%, point of sale 3%, direct mail 6%. Employes: 29. Top execs: David W. Schropfer, president-ceo; William H. Knudsen, chairman; Lawrence Rabbitt, exec vp; George Morris, Lester Lukkason and Richard Edwards, senior vps.

Phone: (203) 359-9400.

**Kolker, Talley, Hermann**, New York, reported gross income of $1,025,000 in 1983 on billings of $6,850,000. In 1982, the agency reported gross income of $937,000 on billings of $6,250,000. Volume in both years was all in media. Accounts gained: Sorg Printing, Martin Brothers, Fashion Stores. Lost: Daffy Dan's. Billings breakdown: Newspapers 25%, magazines 20%, radio 25%, spot tv 10%, business papers 10%, direct mail 10%. Top execs: Stanley Kolker, president; Terry Talley, Don Hermann, exec vps.

Phone: (212) 889-7200.

**Lally, McFarland & Pantello**, New York, reported gross income of $1,834,221 in 1983 on billings of $11,684,020. In 1982, it reported gross income of $1,400,000 on billings of $7,950,677. The agency's 1983 volume consisted of $2,885,042 in media, $1,219,190 in materials and services and $7,579,788 in capitalized fees. Its 1982 U.S. volume consisted of $3,800,000 in media, $500,000 in materials and services and $3,650,677 in capitalized fees. In 1983, the agency gained Theranutrix and Procter & Gamble. It lost no accounts. Billings breakdown: Magazines 40%, point of sale 2%, direct mail 40%, other 18%. The agency has 21 employes. A year ago it had 14 employes. Top execs: Ron Pantello, president; John Lally, Jim McFarland, vps.

Phone: (212) 477-3434.

**Launey, Hachmann & Harris**, New York, reported gross income of $1,962,137 in 1983 on billings of $13,080,915. In 1982, it reported gross income of $1,447,500 on billings of $9,650,000. Volume in 1983 consisted of $6,120,425 in media, $977,500 in materials and services and $5,982,990 in capitalized fees. In 1982, volume consisted of $5,523,350 in media, $825,000 in materials and services and $3,301,650 in capitalized fees. Accounts gained: Uniroyal Inc., Naugahyde Coated Fabrics, Rafael Men's Inner Fashions, Lacroe Car Care Products, Bundles from Heaven. Billings breakdown: Newspapers 5%, magazines 32%, supplements 12%, radio 7%, spot tv 14%, outdoor 1%, business papers 12%, point of sale 2%, direct mail 15%. Employes: 18. Top exec: Robert E. Launey, president.

Phone: (212) 355-4100.

**Lempert Co.**, Belleville, N.J., reported gross income of $1,450,350 and net income of $31,907 in 1983 on billings of $9,669,950. In 1982, it reported gross income of $1,204,000 and net income of $32,508 on billings of $8,028,440. Volume in 1983 consisted of $4,300,000 in media, $2,135,000 in materials and services and $3,234,950 in capitalized fees. In 1982, volume consisted of $2,500,000 in media, $1,980,000 in materials and services and $3,548,440 in capitalized fees. Accounts gained: FinnFoods Inc., Panda Confectionery, Sandy Mac Ham, Marathon Enterprises, Sunshine Biscuit. Lost: M&M/Mars National Accounts, Musselman's Fruit Products. Billings breakdown: Newspapers 20%, magazines 5%, supplements 20%, radio 5%, spot tv 15%, outdoor 3%, transit 2%, point of sale 25%, direct mail 5%. Employes: 21. Top exec: Philip Lempert, president.

Phone: (201) 759-2927.

**Leonard Monahan Saabye**, Providence, R.I., reported gross income of $2,202,000 in 1983 on billings of $14,756,000. In 1982, it reported gross income of $1,340,000 on billings of $8,937,000. Volume in 1983 consisted of $3,533,000 in media, $2,315,000 in materials and services and $8,908,000 in capitalized fees. in 1982, the agency's volume consisted of $3,139,000 in media, $1,930,000 in materials and services and $3,868,000 in capitalized fees. Figures include those of U.S. subsidiary LMS/Barrett Public Relations. Accounts gained: Reliance Products, Parks, Gerber Nursing Systems, J-Boats, Tarquins Colibri. Lost: Franklin Sports, Manufacturers Jewelers & Silversmiths of America, Davol, former Providence YMCA. Billings breakdown: Newspapers 18%, magazines 25%, radio 10%, spot tv 23%, cable tv 2%, business papers 20%, point of sale 1%, direct mail 1%. Employes: 51. Top execs: Bruce Leonard, president; Tom Monahan, Bob Saabye, exec vps; Ernie Schenck, Bob Pagano, senior vps; Pattie Garrahy, vp.

Phone: (401) 277-9020.

**S.R. Leon Co.**, Great Neck, N.Y., reported gross income of $2,200,000 in 1983 on billings of $14,295,000. In 1982, it reported gross income of $2,300,000 on billings of $14,600,000. Volume in 1983 consisted of $10,100,000 in media, $195,000 in materials and services and $4,000,000 in capitalized fees. In 1982, volume consisted of $10,300,000 in media, $200,000 in materials and services and $4,100,000 in capitalized fees. Accounts gained: Petrie Corp., FL Mouthgards, Rockbottom Stores (Courtesy Drug), West Cabot Herpasol, Humphrey's Pharmacal. Lost: Aveeno Oatmeal Bath. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 10%, network tv 20%, spot tv 40%, direct mail 5%. Employes: 17. Top exec: Thomas Leon, president.

Phone: (516) 487-0500.

**Levy, Flaxman & Associates**, New York, reported gross income of $1,500,000 in 1983 on billings of $10,000,000. In 1982, the agency reported gross income of $750,000 on billings of $5,000,000. All volume in 1982 and 1983 consisted of media. Accounts gained: International Salt Co., Tokyu Sportswear, Integrated Resources, *Mechanix Illustrated*, *Games*. Billings breakdown: Newspapers 10%, magazines 15%, radio 25%, spot tv 40%, business papers 10%. Employes: 15. Top execs: Richard Levy, president; Richard Flaxman, exec vp; Mark Edelman, William T. Ryker and Leslie Marshall, senior vps.

Phone: (212) 620-3100.

**Levy, King & White**, formerly WLK Cos., Buffalo, N.Y., reported gross income of $3,700,000 in 1983 on billings of $22,500,000. In 1982, it reported gross income of $3,200,000 on billings of $20,500,000. Volume in 1983 consisted of $12,000,000 in media, $2,000,000 in materials and services and $8,500,000 in capitalized fees. In 1982, volume consisted of $10,600,000 in media, $1,900,000 in materials and services and $8,000,000 in capitalized fees. Accounts gained: Tri-Valley Growers, Pennwalt, Cannon Design, Dunkirk Ice Cream, Hyatt Regency (Buffalo), Instabank (ATM Network), US Brands, Westwood Pharmaceuticals (division of Bristol-Myers). Lost: None. Billings breakdown: Newspapers 40.5%, magazines 4.7%, supplements 0.5%, radio 28.5%, network tv 19.5%, cable tv 0.8%, outdoor 4.5%, business papers 0.5%, farm publications 0.5%. Employes: 83 in five offices. Top execs: David I. Levy, chairman-executive committee; Peter King, chairman; Stratten S. White, president.

Phone: (716) 853-6755.

**Lieberman-Appalucci**, Allentown, Pa., reported gross income of $1,200,000 and net income of $45,000 in 1983 on billings of $8,076,950. In 1982, it reported gross income of $1,075,000 and net income of $32,000 on billings of $7,558,500. Volume in 1983 consisted of $3,125,000 in media, $1,050,000 in materials and services and $3,901,950 in capitalized fees. In 1982, volume consisted of $2,900,000 in media, $990,000 in materials and services and $3,668,500 in capitalized fees. Accounts gained: Boyesen Engineering, Majestic Apparel, Lehigh Securities, Keller Dorr/Oliver, East National Bank, Universal Telephone Directory Co., Penn Field Precision, Bixler's Jewelry, and Barrett-Haentjen. Lost: Holiday Hair, and Pinnacle Equipment. Billings breakdown: Newspapers 13%, magazines 44%, radio 7%, network television 2%, outdoor 5%, direct mail 29%. Employes: 23. Top execs: George R. Lieberman, chairman; Joseph L. Appalucci, president.

Phone: (215) 791-2011.

**Lipman Advertising**, New York, reported gross income of $1,010,967 and net income of $54,381 in 1983 on billings of $8,521,187. In 1982, the agency reported gross income of $971,890 and net income of $214,247 on billings of $8,772,772. The agency's volume in 1983 consisted of $4,149,876 in media and $4,371,311 in capitalized fees. In 1982, volume consisted of $3,733,367 in media and $5,039,405 in capitalized fees. Accounts gained: Scandinavian National Tourist Board, Hotel Splendid-Haiti, Danish National Tourist Board, J's Steaks and Subs, and National Pharmacies. Billings breakdown: Newspapers 45%, magazines 5%, radio 20%, spot television 20%, other 10%. Employes: 22. Top execs: Robert S. Lipman, president; Richard Lipman, David Lipman, exec vps.

Phone: (212) 684-1100.

**Lockhart & Pettrus**, New York, reported gross income of $1,065,000 in 1983 on billings of $7,100,000. In 1982, it reported gross income of $960,000 on billings of $6,000,000. Volume in 1983 consisted of $5,200,000 in media and $1,900,000 in materials and services. In 1982, volume consisted of $4,200,000 in media, $1,800,000 in materials and services. Accounts gained: U.S. Army Active, Regular Army, U.S. Army Reserve, ROTC, Equitable Life Assurance Society of the U.S. (minority recruitment), Carson Products Co. (new products), Friends of the Amistad. Lost: Joloj Industries. Billings breakdown: Newspapers 7%, magazines 29%, radio 20%, spot tv 17%, outdoor 27%. Employes: 14. Top execs: Keith E. Lockhart, president; Theodore D. Pettus, exec vp.

Phone: (212) 922-1670.

**Lois Pitts Gershon**, New York, reported gross income of $4,600,000 in 1983 on billings of $39,170,000. In 1982, it reported gross income of $4,400,000 on billings of $37,000,000. Volume in 1983 consisted of $27,500,000 in media and $11,670,000 in capitalized fees. In 1982, volume consisted of $26,000,000 in media and $11,000,000 in capitalized fees. Accounts gained: Knoware Inc., *Cuisine*. Lost: Honda Dealers of Tri-State Metro New York Region. LPG/PON, a subsidiary, gained CableTelevision Advertising Bureau, KEZC Radio, Phoenix, and WSJS Radio Winston-Salem, N.C. Billings breakdown: Newspapers 10%, magazines 15%, radio 8%, network tv 10%, spot tv 50%, cable tv 1%, outdoor 1%, transit 1%, business papers 3%, direct mail 1%. Employes: 49. Top execs: George Lois, chairman; Richard Gershon, president; Bill Pitts, exec vp; Dennis Mazzella, Kurt Weihs and Richard Lynne, senior vps; Dale Pon, president of LPG/PON.

Phone: (212) 974-1400.

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for
Lease

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OUR COMBINATION GIVES YOU A LOCK ON PHILADELPHIA

The Philadelphia Inquirer and Daily News offer enormous coverage of America's fourth largest market. One issue reaches over 1.9 million people. 54% of all PMSA adults. Five issues, 74%.

Successful marketing is no secret. All you need is the right combination.

THE PHILADELPHIA Inquirer AND PHILADELPHIA DAILY NEWS

The largest daily-combination buy in America

For your own lock on the market—in solid chrome—contact your nearest Knight-Ridder Newspaper Sales representative

SOURCE: SMRB

# Gross income of $1,000,000 to $5,000,000

**Lyons Studios**, Wilmington, Del., reported gross income of $2,699,000 in 1983 on billings of $18,366,000. In 1982, it reported gross income of $1,946,000 on billings of $13,033,000. Volume in 1983 consisted of $1,270,000 in media, $1,675,000 in materials and services and $15,421,000 in capitalized fees. In 1982, volume consisted of $560,000 in media, $1,221,000 in materials and services and $11,252,000 in capitalized fees. Accounts gained: Process Supply, Jonathan's Apple, Builders & Managers, Gore-Tex, tourism & industrial development accounts for the State of Delaware. Lost: None. Billings breakdown: Newspapers 6%, magazines 73%, supplements 6%, radio 1%, spot tv 2%, cable tv 1%, outdoor 2%, transit 1%, business papers 2%, farm point of sale 2%, direct mail 4%. Employes: 77. Top execs: William N. Spiker, president; P. Coleman duPont, vp; Anthony W. Rairden, director-agency services.

Phone: (302) 654-6146.

**Maher Inc.**, Hartford, Conn., reported gross income of $3,209,000 in 1983 on billings of $21,404,000. In 1982, it reported gross income of $2,880,000 on billings of $19,200,000. The agency did not break down its volume for either year. Accounts gained: Signature (Franchise Operation), Oceanic Society, Prague's Shoes, T&T Report, Yale University Credit Union, Constitution State Credit Union. Lost: Select TV, Warehouse Foods. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 30%, outdoor 5%, business papers 10%, direct mail 5%, other 10%. Employes: 38. Top execs: Edwin R. Maher, ceo; Stanton R. Beaghan, exec vp; Howard Hirsch, Jeffrey Maker and John Pastor, senior vps.

Phone: (203) 549-4630.

**Margeotes/Fertitta & Weiss**, New York, reported gross income of $3,465,161 in 1983 on billings of $17,909,823. In 1982, it reported gross income of $3,216,320 on billings of $15,573,760. Volume in 1983 consisted of $11,173,412 in media, $3,309,424 in materials and services and $3,426,987 in capitalized fees. In 1982, volume consisted of $9,716,011 in media, $2,877,760 in materials and services and $2,979,989 in capitalized fees. Accounts gained: Remy Martin Amerique, Bankers Trust Private Clients Group, McGraw-Hill/special projects, Orrefors Crystal, Krug Champagne. Lost: None. Billings breakdown: Newspapers 10%, magazines 50%, radio 10%, spot tv 10%, outdoor 10%, transit 4%, point of sale 3%, direct mail 3%. Employes: 36. Top execs: John Margeotes, president.

Phone: (212) 687-8231.

**Marquardt & Roche**, Stamford, Conn., reported gross income of $2,181,925 in 1983 on billings of $14,551,691. In 1982, it reported gross income of $1,799,960 on billings of $12,003,712. Volume in 1983 consisted of $3,507,666 in media and $11,044,025 in capitalized fees. In 1982, volume consisted of $4,048,157 in media and $7,955,555 in capitalized fees. Accounts gained: IBM Instruments, Southern New England Telephone, Control Data Corp. William Pitt Inc. Lost: Perkin-Elmer Corp. Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, spot tv 5%, cable tv 2%, business papers 45%, direct mail 5%, other 8%. Employes: 40. Top execs: James J. Marquardt, president; Edwin J. Roche, exec vp.

Phone: (203) 327-0890.

**Martin, Sturtevant, Silverman & Marshall**, New York, reported gross income of $2,625,000 in 1983 on billings of $17,500,000. In 1982, it reported gross income of $2,130,150 on billings of $14,201,950. Volume in 1983 consisted of $14,000,000 in media, $3,000,000 in materials and services and $500,000 in capitalized fees. In 1982, volume consisted of $9,100,000 in media, $1,200,000 in materials and services and $3,901,950 in capitalized fees. Accounts gained: National Tourist Office of Spain, Buick Dealers Suffolk County, John Alden Insurance, Cigna Insurance, Hearst Magazines, Radius DDS Toothbrushes. Lost: None. Billings breakdown: Newspapers 10%, magazines 25%, radio 5%, spot tv 35%, cable tv 5%, outdoor 5%, transit 5%, business papers 5%, direct mail 5%. Employes: 22. Top execs: Jack H. Silverman, chairman; John C. Martin, president; Robert S. Sturtevant, Daniel S. Marshall and Robert E. Hildt exec vps, and David E. Bannister, senior vp.

Phone: (212) 832-3750.

**Mason & Madison**, Bethany, Conn., had estimated gross income of $1,590,000 in 1983 on billings of $10,600,000. In 1982, it had an estimated gross income of $1,350,000 on billings of $9,000,000. Volume in 1983 consisted of $2,000,000 in media, $5,266,667 in materials and services and $3,333,333 in capitalized fees. In 1982, the agency's volume consisted of $2,000,000 in media, $4,000,000 in materials and services and $3,000,000 in capitalized fees. Accounts gained: Berol USA, Angel Engineering, Health Care Technology Corp., Teletrack (public relations), Computer Systems Research. Lost: Brent Chemicals Co. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, spot tv 5%, business papers 40%, point of sale 5%, direct mail 5%. Employes: 30 in two offices. Top execs: Charles Mason, president; Russ Madison, senior vp.

Phone: (203) 393-1101.

**McDougall Associates**, Salem, Mass., reported gross income of $1,135,800 in 1983 on billings of $7,429,400. In 1982, it reported gross income of $1,109,200 on billings of $7,416,300. Volume in 1983 consisted of $1,338,500 in media, $766,900 in materials and services and $5,324,000 in capitalized fees. In 1982, volume consisted of $1,187 200 in media, $792,400 in materials and services and $5,436,700 in capitalized fees. Accounts gained: Velcro Usa, Varian, Peerless Insurance, Clamp All, Marson Corp., Central Banks, Keene Savings Bank, Landry & Arcari. Lost: Holyoke Insurance, Barnsider Restaurants, H W. Powers. Billings breakdown: Newspapers 40%, magazines 35%, spot tv 5%, outdoor 10%, other 10%. Employes 28. Top execs: Michael J. McDougall, chairman; Daniel R. McDougall, president.

Phone: (617) 745-1500.

**M.E.D. Communications**, Woodbridge, N.J., reported gross income of $4,600,000 in 1983 on billings of $40,982,000. In 1982, it reported gross income of $4,400,000 on billings of $37,648,000. Volume in 1983 consisted of $6,000,000 in media, $4,300,000 in materials and services and $30,682,000 in capitalized fees. In 1982, volume consisted of $5,000,000 in media, $3,300,000 in materials and services and $29,348,000 in capitalized fees. Accounts gained: Block Drug Co., Bristol-Myers international division, Pharmacia Labs, Pharmacia Nu-Tech, Sandoz Inc., Schering-Plough, Wallace Labs, Bard Electro Medical Systems, Kimberly-Clark Nursing Home and Geriatrics Business Unit, Cooper Biomedical, Johnson & Johnson Dental Products Co. Lost: None. Billings breakdown: magazines 20%, supplements 25%, direct mail 5%, other 50%. Employes: 82. Top execs: Robert Portman, president; David I. Portman, exec vp.

Phone: (201) 636-6600.

**Stan Merritt Advertising**, New York, reported gross income of $3,118,568 in 1983 on billings of $20,552,126. In 1982, it reported gross income of $2,503,556 on billings of $16,630,447. Volume in 1983 consisted of $15,260,900 in media, $1,201,849 in materials and services and $4,089,377 in capitalized fees. In 1982, volume consisted of $11,965,700 in media, $926,879 in materials and services and $3,737,868 in capitalized fees. Accounts gained: Herb-Ox, Polaroid, General Electric, Johnson & Johnson, Warnaco. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, supplements 5%, radio 15%, network tv 5%, spot tv 35%, cable tv 1%, outdoor 2%, transit 1%, business papers 3%, point of sale 2%, direct mail 1%. Employes: 26. Top execs: Stanley S. Merritt, chairman-president; Richard F. Goebel, exec vp; William H. Croke, senior vp; Michael E. Keenan, chairman of the plans board.

Phone: (212) 867-4650.

**Miller Advertising Agency**, New York, reported gross income of $4,200,000 in 1983 on billings of $27,400,000. In 1982, it reported gross income of $3,700,000 on billings of $23,400,000. Volume in 1983 consisted of $24,000,000 in media, $400,000 in materials and services and $3,000,000 in capitalized fees. In 1982, volume consisted of $20 500,000 in media, $240,000 in materials and services and $2,660,000 in capitalized fees. Billings breakdown: Newspapers 60%, magazines 5%, radio 15%, spot tv 8%, cable tv 3%, transit 3%, business papers 3%, direct mail 3%. Employes: 90 in two offices. Top exec: Robert Miller, president.

Phone: (212) 929-2200.

**Mintz & Hoke**, Avon, Conn., reported gross income of $3,415,000 in 1983, including $9,000 from overseas volume of $60,000, on billings of $22,764,000. In 1982, it reported gross income of $2,991,903, including $37,500 on $250,000 in non-U.S. volume, on billings of $19,838,000. U.S. volume in 1983 consisted of $9,500,000 in media, $1,490,000 in materials and services and $11,714,000 in capitalized fees. In 1982, U.S. volume consisted of $10,000,000 in media, $1,070,000 in materials and services and $8,518,000 in capitalized fees. Accounts gained: Monarch Resources, National Automotive Stores, Pan Am World Services, Orion Research Inc., U Conn. Children's Cancer Fund, Unimation Inc., division of Westinghouse. Lost: Southern New England Telephone, Connecticut Bank & Trust. Billings breakdown: Newspapers 11%, magazines 4%, supplements 2%, radio 19%, spot tv 42%, outdoor 1%, transit 1%, business papers 18%, point of sale 1%, direct mail 1%. Employes: 69. Top execs: Alan S. Mintz, chairman; Joseph M. Hoke, president; Dale Kesel, exec vp.

Phone: (203) 678-0473.

**Montgomery & Associates**, Bala Cynwyd, Pa., reported gross income of $1,900,000 in 1983 on billings of $13,900,000. In 1982, it reported gross income of $1,500,000 on billings of $11,000,000. Volume in 1983 consisted of $10,300,000 in media, $1,200,000 in materials and services and $2,400,000 in capitalized fees. In 1982, volume consisted of $8,500,000 in media, $1,000,000 in materials and services and $1,500,000 in capitalized fees. Accounts gained: Philadelphia Stock Exchange, Diatome US, Americana Inn, Thriftway, Saint Joseph's University, Academy of Food Marketing, Skytop Lodge, West Jersey Health System. Lost: Purity Mills Division, Stokey-Van Camp, Temple University. Billings breakdown: Newspapers 19%, magazines 15%, radio 14%, spot tv 45%, outdoor 2%, business papers 5%. Employes: 32. Top execs: Harold Montgomery, president; Barclay Hallowell, senior vp.

Phone: (215) 667-7580.

**Mullen Advertising**, Beverly Farms, Mass., reported gross income of $1,590,000 in 1983 on billings of $10,600,000. In 1982, it reported gross income of $1,138,000 on billings of $7,586,667. Volume in 1983 consisted of $7,015,167 in media, $751,500 in materials and services and $2,833,333 in capitalized fees. In 1982, volume consisted of $4,561,167 in media, $690,000 in materials and services and $2,335,667 in capitalized fees. Accounts gained: Ovation Technologies, New Specs, Mark of the Unicorn, Centronics Data Corp., Saunders Hotels, M. W. Carr Inc. Lost: U. S. Trust. Billings breakdown: Newspapers 16%, magazines 40%, radio 15%, spot tv 12%, outdoor 1%, business papers 15%, direct mail 1%. Employes: 17. Top execs: James X. Mullen, president; Joseph M. Grimaldi, Paul H. Silverman, Stephen W. Haesche, senior vps.

Phone: (617) 927-7222.

**Mutual Media**, Englewood Cliffs, N.J., had estimated gross income of $3,060,000 in 1983 on billings of $20,400,000. In 1982, it had an estimated gross income of $2,145,000 on billings of $14,300,000. Volume for both years was all in media. Accounts gained: Silvercrest, U.S. Consumer Products Corp. Billings breakdown: Newspapers 2%, magazines 5%, radio 10%, network tv 5%, spot tv 78%. Employes: 29. Top execs: David Blank, president; Lester T. Kempner, senior vp; Richard Blank, Michael Kempner, vps.

Phone: (201) 871-0690.

**Naftzger & Kuhe**, Farmington, Conn., reported gross income of $1,048,328 in 1983 on billings of $9,583,421. In 1982, it reported gross income of $773,416 on billings of $6,427,411. Volume in 1983 consisted of $4,025,000 in media, $849,515 in materials and services and $4,708,906 in capitalized fees. In 1982, volume consisted of $2,500,000 in media, $759,448 in materials and services and $3,167,963 in capitalized fees. Accounts gained: Connecticut Bank & Trust (retail), Connecticut ATM Switch, Mott Metallurgical. Lost: Mechanics & Farmers Savings Bank. Billings breakdown: Newspapers 10%, magazines 31%, radio 14%, spot tv 18%, outdoor 1%, business papers 24%, direct mail 2%. Employes: 28. Top execs: J. Naftzger, president; H.J. Kuhe, exec vp.

Phone: (203) 677-7900.

**Newmark, Posner & Mitchell**, New York, reported gross income of $2,980,000 in 1983 on billings of $14,993,950. In 1982, it reported gross income of $2,400,000 on billings of $13,172,000. Volume in 1983 consisted of $12,445,000 in media, $1,315,000 in materials and services and $1,233,950 in capitalized fees. In 1982, volume consisted of $11,700,000 in media, $785,000 in materials and services and $687,000 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 79%, magazines 7%, radio 4%, spot tv 3%, outdoor 2%, business press 2%, direct mail 2%, other 1%. Employes: 53. Top execs: Sidney Posner, president; Edward N. Hoffman, senior vp.

Phone: (212) 867-3900.

**Northrup & Teel**, Pittsford, N.Y., reported gross income of $1,297,000 in 1983 on billings of $8,484,000. In 1982, it reported gross income of $1,652,000 on billings of $10,711,000. Volume in 1983 consisted of $1,252,000 in media, $613,000 in materials and services and $6,619,000 in capitalized fees. In 1982, volume consisted of $2,377,000 in media, $669,000 in materials and services and $7,665,000 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 47%, radio 11%, spot tv 5%, farm publications 9%, other 3%. Employes: 40. Top execs: Alden F. Schutte, chairman; William K. Northrup, president; George P. Teel, exec vp; J. Arthur Rath, senior vp.

Phone: (716) 248-2460.

**Paolin & Sweeney**, Cherry Hill, N.J., had estimated gross income of $1,100,000 in 1983 on billings of $7,406,894. In 1982, it reported gross income of $603,428 on billings of $5,149,250. Volume in 1983 consisted of $1,231,335 in media, $314,633 in materials and services and $5,860,926 in capitalized fees. In 1982, volume consisted of $945,000 in media, $369,000 in materials and services and

## Agency Q&A

### Q: What is the financial outlook for advertising agencies this year?

**Answer:** The outlook for agencies in general is excellent for 1984. The economic recovery continues quite strong. It should be a close election, but I see the reelection of President Reagan and the party of business. All signs indicate that advertisers will be increasing expenditures, stepping up new product introductions. Media costs are going up, too, and, as yet, no group has marshalled strengths to call a halt to them. It will be another big year for network tv, especially with the presidential election and the Olympics. Agencies and advertisers will experiment more substantially with the new electronic media, even during their coming shakeout. Special interest magazines and departmentalized newspaper sections should do well.

Hagopian

All this bodes well for agencies.

The agencies that beat the averages will do unusually well in this kind of climate. These will be the agencies that can:

1. Keep rolling to get new business.
2. Manage their income from overseas most capably, in an effort to take advantage of the vicissitudes of the dollar in various parts of the world.
3. Resist the temptations to spend out of control just because things look good.
4. Manage their cash and cash flow with prudent investments in equity markets.
5. Keep and get the best possible people. . .and do outstanding advertising.

Louis T. Hagopian
Chairman, N W Ayer
New York

## Coming April 23: Foreign agency profile reports

Advertising Age's annual report on income and billings of advertising agencies outside the U.S. will be presented in the April 23 issue. Last year's report on foreign agencies included data on more than 800 agencies in 74 countries with combined gross income of $4.2 billion.

In this issue, the same rate of exchange will be applied to foreign income and billings of U.S. agencies for both 1983 and 1982, resulting in some restating of 1982 data.

## Gross income of $1,000,000 to $5,000,000

$3.835.250 in capitalized fees. Accounts gained: Jiffy Lube International, Midlantic National Bank/South; Penn-Sheridan Investment Group, Sunshine Foundation, Fox & Lazo Realtors, Marple Woods. Billings breakdown: Newspapers 30%, magazines 20%, radio 20%, spot tv 9%, cable tv 1%, outdoor 5%, business papers 10%, direct mail 5%. Employes: 19. Top execs: John R. Paolin, president; Thomas B. Sweeney, exec vp.

Phone: (609) 667-7700.

**Penchina, Selkowitz**, New York, reported gross income of $2,300,000 in 1983 on billings of $14,213,890. In 1982, it reported gross income of $2,088,000 on billings of $10,834,000. Volume in 1983 consisted of $12,375,000 in media, $725,000 in materials and services and $1,113,890 in capitalized fees. In 1982, volume consisted of $9,000,000 in media, $500,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: WNBC Radio, Aramburu Bros., Citibank N.A. Lost: Hermes Products. Billings breakdown: Newspapers 4%, magazines 21%, radio 1%, network tv 58%, cable tv 4%, outdoor 1%, business papers 7%, direct mail 4%. Employes: 16. Top execs: Steven Penchina, chairman, Arthur Selkowitz, president, James Handloser, senior vp.

Phone: (212) 980-6677.

**Pesin, Sydney & Bernard**, New York, reported gross income of $1,153,550 in 1983 on billings of $7,691,200. In 1982, the agency reported gross income of $1,185,000 on billings of $7,142,500. Volume in 1983 consisted of $5,675,000 in media, $282,000 in materials and services and $1,734,200 in capitalized fees. Its 1982 volume included $4,675,000 in media, $1,100,000 in materials and services and $1,367,500 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 5%, spot tv 10%, outdoor 3%, business papers 7%, point of sale 3%, direct mail 2% Employes: 23 in two offices. Top execs: Harry Pesin, president; Sydney J. Cohn, exec vp.

Phone: (212) 752-2212.

**Posey, Parry & Quest**, Greenwich, Conn., reported gross income of $1,300,000 in 1983 on billings of $13,520,000. In 1982, it reported gross income of $1,075,000 on billings of $9,700,000. Volume in 1983 consisted of $3,830,000 in media, $2,220,000 in materials and services and $7,470,000 in capitalized fees. In 1982, volume consisted of $4,500,000 in media, $900,000 in materials and services and $4,300,000 in capitalized fees. Accounts gained: Basis Soaps, Nivea Creme Soap, Nivea moisturizing after shave, Penta Hotels/New York Penta, Southern New England Telephone's Cellular Mobile and Yellow Pages, Gulf | Western (corporate). Lost: None. Billings breakdown: Newspapers 20%, magazines 30%, radio 10%, network tv 20%, spot tv 10%, business papers 10%. Employes: 20. Top execs: Chester L. Posey, chairman; James D. Parry, exec vp; James H. Quest, president; Richard J. Keegan, exec vp; Robert L. Liddel, vp.

Phone: (203) 531-4900.

**Reimel Carter Advertising**, Philadelphia, had estimated gross income of $2,175,000 in 1983 on billings of $14,500,000. In 1982, it had estimated gross income of $1,980,000 on billings of $13,200,000. Volume in 1983 consisted of $10,000,000 in media, $500,000 in materials and services and $4,000,000 in capitalized fees. No volume breakout was provided for 1982. Accounts gained: Central Penn National Bank, Meridian Bancorp, Graham Insurance Co., Philadelphia Parking Authority. Lost: Budget Rent-A-Car of Philadelphia. Billings breakdown: Newspapers 36%, magazines 8%, radio 26%, spot tv 16%, outdoor 7%, business papers 4%, direct mail 2%, other 1%. Employes: 25. Top execs: T. L. Reimel, president; Edward P. Carter, exec vp.

Phone: (215) 735-3200.

**Mel Richman Inc.**, Bala Cynwyd, Pa., reported gross income of $4,750,000 in 1983 on billings of $28,505,000. In 1982, it reported gross income of $4,500,000 on billings of $26,500,000. Volume in 1983 consisted of $13,000,000 in media, $5,500,000 in materials and services and $10,005,000 in capitalized fees. In 1982, volume consisted of $11,000,000 in media, $5,000,000 in materials and services and $10,500,000 in capitalized fees. Accounts gained: Commodore Business Machines, Health Cost Containment, Intracorp, Seneca Textiles, Gerli Co., Sellers & Josephson, Smith-Edwards-Dunlap. Lost: Middleton Tobacco, Wound Closure Products. Billings breakdown: Newspapers 15%, magazines 15%, radio 15%, spot tv 15%, business papers 10%, direct mail 5%, other 25%. Employes: 80. Top execs: Mel Richman, chairman; William Robertson, president-ceo; Hank Kozlowski, Ron Tucker, exec vps.

Phone: (215) 667-8900.

**Rizzo, Simons, Cohn,** Boston, reported gross income of $1,252,093 in 1983 on billings of $10,491,389. In 1982, it reported gross income of $844,523 on billings of $5,415,424. Volume in 1983 consisted of $2,243,737 in media, $1,466,543 in materials and services and $6,781,109 in capitalized fees. In 1982, volume consisted of $1,457,418 in media, $884,437 in materials and services and $3,073,569 in capitalized fees. Accounts gained: Houghton Mifflin, Business & Professional Software, Symbolics, *Boston Herald*, Mutual Bank. Lost: L.B. Evans' Sons Co. Billings breakdown: Newspapers 9%, magazines 37%, radio 7%, spot tv 5%, outdoor 1%, transit 1%, business papers 15%, point of sale 12%, direct mail 3%, other 10%. Employes: 29. Top execs: J. Peter Rizzo, president; Thomas S. Simons, Richard E. Cohn, exec vps.

Phone: (617) 423-2700.

**Ruvane-Leverte,** subsidiary of Bozell & Jacobs, New York, reported gross income of $2,750,000 in 1983 on billings of $ 20,172,000. In 1982, it reported gross income of $2,000,000 on billings of $15,038,000. Volume in 1983 consisted of $4,300,000 in media, $5,200,000 in materials and services and $10,672,000 in capitalized fees. In 1982, volume consisted of $1,900,000 in media, $3,800,000 in materials and services and $9,338,000 in capitalized fees. Accounts gained: Unitek Corp. Billings breakdown: Magazines 15%, direct mail 30%, other 55%. Employes: 30. [illegible] execs: John A. Ruvane, ceo; Robert J. Leverte, chief operating officer.

Phone: (212) 867-1670.

**SZF Inc.**, New York, reported gross income of $1,300,000 in 1983 on billings of $11,136,500 with net income of $95,000. In 1982, it reported gross income of $1,200,000 on billings of $11,303,250 with net income of $60,000. Volume in 1983 consisted of $3,500,000 in media, $1,300,000 in materials and services and $6,336,500 in capitalized fees. In 1982, volume consisted of $3,300,000 in media, $1,500,000 in materials and services and $6,503,250 in capitalized fees. Figures include those of subsidiary LAQ Marketing Communications. Accounts gained: Marine Midland Bank, Comp-U-Card. Billings breakdown: Newspapers 5%, magazines 15%, business papers 20%, point of sale 25%, direct mail 30%, other 5%. Employes: 21. Top execs: Robert Freedman, president; Robert Wilcox, management partner.

Phone: (212) 759-6850.

**Sacks & Rosen**, New York, reported gross income of $4,730,000 in 1983 on billings of $26,800,000. In 1982, it reported gross income of $4,320,000 on billings of $25,500,000. Volume breakout was not provided for either year. Accounts gained: Ancient Age Distilling Co., Falbar Import Co., Tuck Industries, Intershoe, Crane & Co., Georgette Klinger, Van Heusen Corp.'s Cacharel jeans for men. Lost: Jaqueline Cochrane Inc., Fleischmann Distilling. Billings breakdown: Newspapers 5%, magazines 30%, supplements 10%, radio 5%, spot tv 25%, cable tv 2%, outdoor 1%, business papers 7%, direct mail 15%. Employes: 43. Top execs: Leonard Sacks; Michael Rosen.

Phone: (212) 986-4004.

**St. Vincent, Milone & McConnells Advertising**, New York, reported gross income of $1,062,586 in 1983 on billings of $7,696,346. In 1982, it reported gross income of $975,299 on billings of $7,357,217. Net income was $165,232 in 1983 and $157,396 in 1982. Volume in 1983 consisted of $1,910,145 in media, $248,120 in materials and services and $5,538,081 in capitalized fees. In 1982, the agency's volume consisted of $1,805,364 in media, $220,275 in materials and services and $5,331,578 in capitalized fees. Accounts gained: Sweet's Catalog division of McGraw-Hill, Charter Holiday Planners. Lost: None. Billings breakdown: Newspapers 7%, magazines 30%, radio 15%, spot tv 5%, outdoor 2%, business papers 40%, direct mail 1%. Employes: 17. Top execs: Richard L. St. Vincent, president; Vincent C. Milone, exec vp.

Phone: (212) 921-1414.

**Murray Salit & Associates**, New York, reported gross income of $1,035,000 in 1983 on billings of $6,900,000. In 1982, it reported gross income of $930,000 on billings of $6,200,000. Volume in 1983 consisted of $5,800,000 in media, and $1,100,000 in materials and services. In 1982, volume consisted of $5,200,000 in media, and $1,000,000 in materials and services. Accounts gained: Clarins U.S.A., Lord West & Pierre Cardin Formalwear, Augustus Apparel, Ellen Tracy, Teenform, Bianchi Bridals, Sea Island Cotton Growers. Lost: Erno Laszlo Skincare, Pandora Knitwear. Employes: 13. Top execs: Murray H. Salit, president; Charles J. Auerbach, exec vp; Arthur Trostler, senior vp.

Phone: (212) 661-7300.

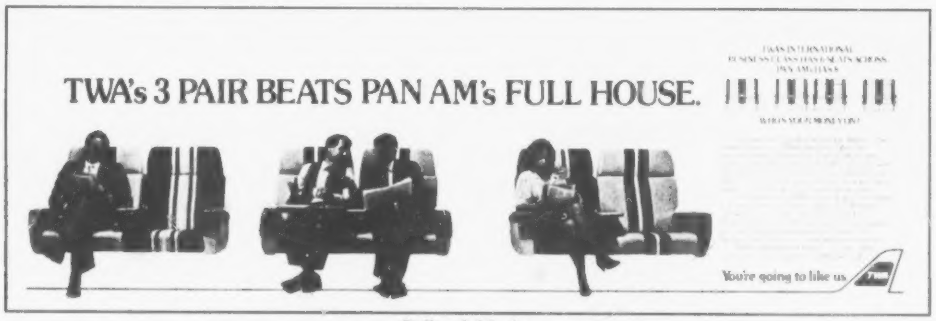
**Schaefer Advertising**, Valley Forge, Pa., reported gross income of $2,483,000 in 1983 on billings of $16,555,000. In 1982, it reported gross income of $1,995,000 on billings of $13,300,000. Volume in 1983 consisted of $7,505,000 in media, $2,100,000 in materials and services and $6,950,000 in capitalized fees. In 1982, volume consisted of $6,200,000 in media, $1,700,000 in materials and services and $5,400,000 in capitalized fees. Accounts gained: AM Cable TV Industries, C.H. Dexter division, Leeds & Northrup Instruments, Matheson Gas Products, Sketchley Services, Trane Thermal. Lost: Namolco, Pitcairn Enterprises, Glenhardie, Geisinger Medical Management Corp. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, spot tv 8%, outdoor 1%, business papers 33%, farm publications 1%, direct mail 12%. Employes: 48. Top execs: A.O. Schaefer Jr., president; Joseph A. Meehan Jr. and Paul Stevens, senior vps; Jim Bruno, exec vp and director of Woodward & Schaefer, a pr subsidiary.

Phone: (215) 337-0550.

**Scharfberg & Associates**, Jenkintown, Pa., reported gross income of $1,090,000 in 1983 on billings of $8,000,500. In 1982, it reported gross income of $990,000 on billings of $6,450,400. Volume in 1983 consisted of $6,250,000 in media, $750,000 in materials and services and $1,000,500 in capitalized fees. In 1982, volume consisted of $5,150,000 in media, $500,000 in materials and services and $800,400 in capitalized fees. Accounts gained: Oxford First Corp., Arai Motorcycle Helmets, Spectacor, Spectrum, Philadelphia Flyers, Ovations,

## Category profiles: Airlines

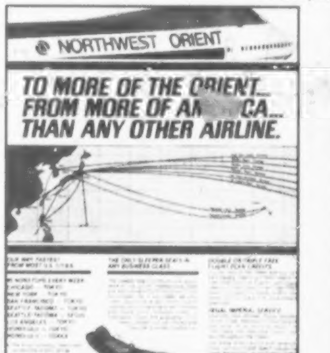
**Hard sell is mixed with soft sell as airlines continue to vie for passengers in their deregulated industry environment.**


TWA's 3 PAIR BEATS PAN AM's FULL HOUSE.
You're going to like us
TWA

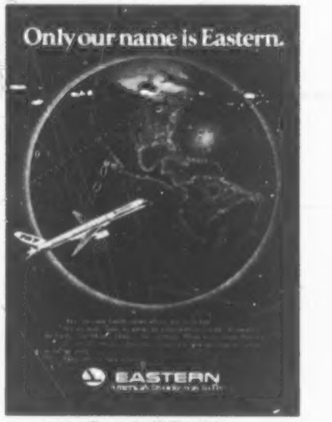
Ogilvy & Mather

DELTA
Ever wonder why Delta is ready when you are?

BDA/BBDO


NORTHWEST ORIENT
TO MORE OF THE ORIENT...
FROM MORE OF AMERICA...
THAN ANY OTHER AIRLINE.
NORTHWEST ORIENT
THE WORLD IS GOING OUR WAY.

Grey Advertising


Only our name is Eastern.
EASTERN

Campbell-Ewald

## Gross income of $1,000,000 to $5,000,000

Spectacor Management. Lost: Carlisle Motorcycle Tire Co. Billings breakdown: Newspapers 25%, magazines 5%, supplements 2%, radio 25%, spot tv 35%, cable tv 1%, outdoor 1%, transit 1%, business papers 2%, direct mail 2%, other 1%. Employes: 18. Top exec: Richard S. Menapace Jr., exec vp.

Phone: (215) 885-7050.

**Schein/Blattstein Advertising**, New York, reported gross income of $1,405,000 in 1983 on billings of $8,540,000. In 1982, it reported gross income of $1,361,000 on billings of $8,282,100. Volume in 1983 consisted of $3,686,700 in media, $251,000 in materials and services and $4,602,300 in capitalized fees. In 1982, volume consisted of $3,855,000 in media, $225,000 in materials and services and $4,202,100 in capitalized fees. Accounts gained: CIBA-Clinical Symposium Magazine, Times Mirror Publishing, Ziff-Davis Publishing, Collector's Media (*The Plate Collector, The Figurine Collector*). Lost: *Sportstyle.* Billings breakdown: Newspapers 20%, magazines 20%, radio 5%, spot tv 15%, business papers 5%, transit 5%, direct mail 30%. Employes: 18. Top execs: Eliot Dey Schein, president; Joel S. Blattstein, exec vp.

Phone: (212) 758-1555.

**Schneider Parker Jakuc**, Boston, reported gross income of $3,573,658 in 1983 on billings of $27,516,126. In 1982, it reported gross income of $3,039,027 on billings of $24,406,674. Volume in 1983 consisted of $14,317,317 in media, $1,711,675 in materials and services and $11,487,134 in capitalized fees. In 1982, volume consisted of $12,540,993 in media, $1,958,156 in materials and services and $9,907,525 in capitalized fees. Accounts gained: MEMTEC Inc., IDE Associates, Pro Computing. Lost: Harmon Kardon, Fairhaven Savings Bank. Billings breakdown: Newspapers 28%, magazines 45%, radio 5%, network tv 3%, spot tv 7%, outdoor 2%, business papers 10%. Employes: 85. Top execs: Robert Schneider, president; Patricia Parker, treasurer; Denis Jakuc, Nicholas Arend, exec vps.

Phone: (617) 542-3444.

**Serino, Coyne & Nappi**, New York, reported gross income of $3,008,000 in 1983 on billings of $20,063,000. In 1982, it reported gross income of $2,473,000 on billings of $16,487,000. Volume in 1983 consisted of $15,021,000 in media, $3,402,000 in materials and services and $1,640,000 in capitalized fees. In 1982, volume consisted of $13,287,000 in media, $2,253,000 in materials and services and $947,000 in capitalized fees. Accounts gained: WABC-TV, The Glass Menagerie, Painting Churches, The Real Thing, The Rink, Ticketron. Lost: None. Billings breakdown: Newspapers 43%, radio 14%, spot tv 38%, outdoor 2%, transit 3%. Employes: 39.

Phone: (212) 869-9824.

**Shaller, Rubin & Winer**, New York, reported gross income of $4,410,000 in 1983 on billings of $29,400,000. In 1982, it reported gross income of $4,200,000 on billings of $28,000,000. Volume in 1983 consisted of $18,200,000 in media, $5,200,000 in materials and services and $6,000,000 in capitalized fees. In 1982, volume consisted of $17,100,000 in media, $5,100,000 in materials and services and $5,800,000 in capitalized fees. Accounts gained: SOGRAPE USA, Custom Tint Laboratories, Monarch Wine, Roberts Proprietaries. Lost: None. Billings breakdown: Newspapers 10%, magazines 15%, supplements 5%, radio 20%, network tv 10%, spot tv 40%. Employes: 60. Top execs: Murray M. Rubin, Milton G. Shaller, co-chairmen; Arnold H. Winer, president.

Phone: (212) 598-6900.

**Shiffman/Ferguson/Stone**, Fort Lee, N.J., reported gross income of $1,239,900 in 1983 on billings of $8,266,000 with net income of $184,300. In 1982, it reported gross income of $696,700 on billings of $4,644,000 with net income of $81,100. Volume in 1983 consisted of $6,763,000 in media, $983,000 in materials and services and $520,000 in capitalized fees. In 1982, volume consisted of $4,217,000 in media, $114,000 in materials and services and $313,000 in capitalized fees. Figures do not include those of subsidiary Madison West Entertainment. Accounts gained: AT&T Long Lines, Malrite Communications, Hideaways Furniture. Billings breakdown: Newspapers 7%, radio 11%, spot tv 70%, cable tv 5%, outdoor 6%, point of sale 1%. Employes: 23. Top execs: D.L. Ferguson, chairman; M.S. Shiffman, president-ceo.

Phone: (201) 592-7993.

**The Siesel Co.**, New York, had estimated gross income of $1,721,250 in 1983 on billings of $11,475,000. In 1982, it had an estimated gross income of $1,615,721 on billings of $10,761,475. Volume in 1983 consisted of $4,179,500 in media, $795,500 in materials and services and $6,500,000 in capitalized fees. In 1982, volume consisted of $3,946,300 in media, $725,175 in materials and services and $6,000,000 in capitalized fees. Accounts gained: Burlington Industries, Villeroy & Boch, Trans Ocean Imports. Lost: Olympia & York, Saxton Communications Group. Billings breakdown: Newspapers 12%, magazines 40%, radio 10%, business papers 28%, point of sale 5%, direct mail 5%. Employes: 38. Top execs: Alfred J. Siesel, president.

Phone: (212) 759-6500.

**Silberman Whitebrow Dolan**, Philadelphia, had estimated gross income of $1,215,000 in 1983 on billings of $8,100,000. In 1982, it had estimated gross income of $1,035,000 on billings of $6,900,000. Volume in 1983 consisted of $3,365,000 in media, $2,335,000 in materials and services and $2,400,000 in capitalized fees. In 1982, volume consisted of $2,650,000 in media, $2,015,000 in materials and services and $2,235,000 in capitalized fees. Accounts gained: U.S. Health Care Systems (HMO Pennsylvania, HMO New Jersey, HMO Florida), National Auto Sales. Billings breakdown: Newspapers 7%, magazines 43%, radio 8%, spot tv 28%, outdoor 2%, business papers 5%, point of sale 5%, other 2%. Employes: 17. Top execs: Eli Silberman, president; Leo J. Dolan Jr., exec vp; Harold Ziebelman, senior vp.

Phone: (215) 732-0440.

**Slater Hanft Martin**, New York, reported gross income of $4,683,000 in 1983 on billings of $31,219,500. In 1982, it reported gross income of $3,807,000 on billings of $25,381,700. Volume in 1983 consisted of $25,859,200 in media, $3,049,500 in materials and services and $2,310,800 in capitalized fees. In 1982, volume consisted of $21,360,000 in media, $1,729,800 in materials and services and $2,291,900 in capitalized fees. Accounts gained: Citibank Homebase, Citibank FOCUS, Friendship Food Products, Muzak division of Group W Radio, Richardson-Vicks (haircare products and Leslie Blanchard products), R-V's home care division (Formby's Inc. and Thompson's Water Seal). Lost: Group W Satellite Communications, Satellite News Channel; Richardson-Vicks' Natural and Plus products. Billings breakdown: Newspapers 5%, magazines 15%, radio 5%, network tv 56%, spot tv 12%, cable tv 5%, outdoor 2%. Employes: 55. Top execs: Gerald Martin, chairman; Adam Hanft, president; Donald Slater, exec vp; Gary Roberts, exec vp-chief operating officer; William J. Lahr, senior vp.

Phone: (212) 674-3100.

**Smith Burke & Azzam**, Baltimore, reported gross income of $3,045,100 in 1983 on billings of $22,146,000. In 1982, it reported gross income of $2,267,930 on billings of $17,116,000. Volume in 1983 consisted of $19,626,000 in media and $2,520,000 in materials and services. In 1982, volume consisted of $15,356,000 in media and $1,760,000 in materials and services. Accounts gained: Public Broadcasting System, Baltimore Blast Soccer Club, *News American*. Lost: Wild World. Billings breakdown: Newspapers 5.8%, magazines 5.4%, supplements 1.5%, radio 18.1%, spot tv 66.1%, outdoor 1%, point of sale 2.1%. Employes: 52. Top execs: Barry L. Smith, president; Joseph McD. Burke, chairman; Eugene Azzam, exec vp; Roger L. Gray, Graham Kirk, senior vps.

Phone: (301) 727-4306.

**Specht, Gilbert & Partners,** New York, part of Jordan Case & McGrath agency, reported gross income of $2,700,000 in 1983 on billings of $17,800,000. In 1982, it reported gross income of $2,489,000 on billings of $16,400,000. Volume in 1983 consisted of $16,000,000 in media, $1,200,000 in materials and services and $600,000 in capitalized fees. In 1982, volume consisted of $14,800,000 in media, $900,000 in materials and services and $700,000 in capitalized fees. Accounts gained: Andrew Jergens Co., Squeek Shampoo. Lost: Thompson Medical. Billings breakdown: magazines 1%, radio 25%, network tv 42%, spot tv 30%, cable tv 2%. Employes: 15. Top exec: Donald J. Gilbert, president.

Phone: (212) 371-0590.

**Spencer Bennett Nowak**, Seekonk, Mass., reported gross income of $1,255,000 in 1983 on billings of $8,370,850. In 1982, it reported gross income of $844,000 on billings of $5,700,000. The agency did not supply a billings breakdown for either year. Accounts gained: American Tourister, Aurora Calculator, Battenfeld, Devcon, Xyplex, Thomson-CSF, Augot-Pylon, Robert Cloud Associates. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, business papers 60%, direct mail 15%, other 5%. Employes: 30. Top execs: Shelton D. Spencer, chairman; Edward Nowak, president; Richard E. Donnelly, exec vp.

Phone: (617) 336-5801.

**Stiegler & Wells,** Allentown, Pa., reported gross income of $2,947,801 and net income of $95,586 in 1983 on billings of $7,478,171. In 1982, it reported gross income of $1,926,996 and net income of $29,491 on billings of $5,172,827. Volume in 1983 consisted of $1,242,558 in media, $906,236 in materials and services and $5,329,377 in capitalized fees. In 1982, volume consisted of $994,719 in media, $359,820 in materials and services and $3,818,288 in capitalized fees. Accounts gained: Binney & Smith (Silly Putty), Eagle Computer Furniture Systems, Warren W. York & Co., Western Electric, Arbogast & Bastian, Burbidge Associates, CDP Marketing Information, Christmas Club a Corp., Farmers Bank & Trust Co., Horizon Bancorp, T.A. Armbruster Inc., Mack Trucks. Billings breakdown: Newspapers 27%, magazines 39%, supplements 10%, radio 8%, spot tv 2%, outdoor 3%, direct mail 11%. Employes: 31. Top execs: Ernie G. Stiegler, chairman; Daniel C. Wells, president; Ernie R. Stiegler, exec vp.

Phone: (215) 434-6166.

**Philip Stogel Co.**, New York, had estimated gross income of $2,132,452 in 1983 on billings of $14,216,350. In 1982, it had estimated gross income of $2,227,976 on billings of $14,853,175. Volume in 1983 consisted of $9,450,600 in media, $3,095,750 in materials and services and $1,670,000 in capitalized fees. In 1982, volume consisted of $10,775,000 in media, $3,207,950 in materials and services and $870,225 in capitalized fees. Accounts gained: A&A Food Products, Acme Safe Co., Emergency Alert Receivers, Metropolitan Adler Office Machine Dealer Assn., Sansui Car Audio, Select Audio Visual, Typetron American Polycryl, Herbert Construction. Lost: Omnisonix, Knickerbocker Bed, Konica Camera (pr). The agency did not break down its billings. Top execs: Philip Stogel, president.

Phone: (212) 682-7600.

**Sullivan & Brugnatelli**, New York, reported gross income of $1,065,005 in 1983 on billings of $8,704,007. In 1982, it reported gross income of $1,096,378 on billings of $10,929,668. Volume in 1983 consisted of $669,744 in media, $950,075 in materials and services and $7,084,188 in capitalized fees. In 1982, volume consisted of $3,426,000 in media, $709,456 in materials and services and $6,794,212 in capitalized fees. Accounts gained: Orelia; Zila; Reader's Digest software division. Lost: Ocean Spray. Billings breakdown: Newspapers 4%, magazines 53%, radio 13%, spot tv 30%. Employes: 26. Top execs: John Sullivan, president; Bruno Brugnatelli, exec vp.

Phone: (212) 986-4200.

**Sutton Communications**, New York, reported gross income of $1,200,000 in 1983 on billings of $8,000,000, 1983. In 1982, it reported gross income of $275,000 on billings of $1,900,000. In 1983, it reported $200,000 in gross income and $1,500,000 in billings from international business, compared to $75,000 in gross income and $500,000 in billings from international activity in 1982. Domestic volume was $6,500,000 in 1983 and $1,400,000 in 1982. Accounts gained: G.D. Searle & Co. (additional assignments), Adria Laboratories, Abbott Laboratories. Billings breakdown: Magazines 60%, direct mail 30%, other 10%. Employes: 20. Top exec: Glenn DeSimone, president.

Phone: (212) 682-7090.

**Symon & Hilliard**, New York, reported gross income of $2,343,750 in 1983 on billings of $18,750,000. In 1982, it reported gross income of $1,812,500 on billings of $14,500,000. Volume in 1983 consisted of $18,000,000 in media, and $750,000 in materials and services. In 1982, volume consisted of $14,000,000 in media, and $500,000 in materials and services. Accounts gained: S.C. Johnson/Rydelle Laboratories, Diane Von Furstenberg Hosiery, Hoffritz for Cutlery, General Electric Co.'s major appliance group. Billings breakdown: Newspapers 5%, magazines 12%, network tv 60%, spot tv 15%, cable tv 2%, business papers 6%. Employes: 15. Top execs: John Sheedy, president; James Symon, chairman; Anthony Hilliard, exec vp.

Phone: (212) 505-0688.

**TCI Advertising**, Stamford, Conn., reported gross income of $1,042,215 in 1983 on billings of $8,225,809. In 1982, it reported gross income of $685,882 on billings of $5,374,095. Volume in 1983 consisted of $1,941,576 in media, $1,260,396 in materials and services and $5,023,837 in capitalized fees. In 1982, volume consisted of $1,197,861 in media, $796,432 in materials and services and $3,379,802 in capitalized fees. Accounts gained: Astronet Cellular Radio Systems, Tracline Software, Coherent Communications, ECI Telecom, Imteks, Computer Terminal Systems, Heraeus, Fairfield University, Howmet-Home Front Centers. Lost: Esprit Systems. Billings breakdown: Magazines 45%, spot tv 5%, business papers 40%, point of sale 5%, direct mail 5%. Employes: 22. Top exec: Michael F. Murphy, president.

Phone: (203) 327-9900.

**Ted Thomas Associates**, Philadelphia, had estimated gross income of $2,250,000 in 1983 on billings of $15,000,000. In 1982, it had an estimated gross income of $1,950,000 on billings of $13,000,000. The agency did not break down its billings for 1982 or 1983. Accounts gained: None. Lost: Smith Kline & French Labs. Billings breakdown: Magazines 40%, direct mail 20%, other 40%. Employes: 30 in two offices. Top execs: Robert D. Ritchie, president; David F. Dodd, exec vp.

Phone: (215) 732-4300.

**Trahan, Burden & Charles**, Baltimore, reported gross income of $2,726,254 in 1983 on billings of $18,175,031. In 1982, it reported gross income of $2,475,000 on billings of $16,501,027. Volume in 1983 consisted of $11,092,544 in media, $2,107,835 in materials and services and $4,974,652 in capitalized fees. In 1982, volume consisted of $10,340,000 in media, $1,943,920 in materials and services and $4,217,107 in capitalized fees. Accounts gained: American Resort Services, Quality Hotels & Resorts, Cherokee Shoes for Men, Maryland National Bank, DavCo Food Inc., (Wendy's in Baltimore, Washington D.C and St. Louis). Lost: Carlyle & Co., Greater Baltimore McDonald's Owner/Operator Assn. Billings breakdown: Newspapers 10%, magazines

## *Agency Q&A*

# Q: Will international growth by agencies in the U.S. accelerate this year?

**Answer:** In local currencies, yes. In dollars, perhaps. Much depends on the strength of the dollar as the year progresses.

Right now, on a local market basis, I see 1984 as a good growth year over-all for international advertising. By that I mean growth of 5% or more, after adjustment for inflation. Naturally, growth will vary by market, but conditions are finally right for healthy increases in ad spending.

**Schalk**

Remember, the economic recovery in the U.S. has been under way for over a year and the ripple effect on the rest of the world has been surprisingly slow. We saw some good signs in the more developed economies at the end of 1983, which makes me optimistic that a prolonged recovery is finally spreading to other markets.

Just how much U.S.-based agencies will benefit from this growth is largely a matter of exchange rates. It will be difficult for these agencies to show much headway if the dollar stays as strong as it's been in the past year. As an example, BBDO's international billings in 1983 would have been more than 20% higher than we reported had exchange rates remained at the prior year's level. Whether the dollar will stay that strong is a prediction better left to the bankers.

Again, I think 1984 will be a good year for the agency business outside the U.S. Whether it will translate into significant gains in dollars is out of our control.

**Willi Schalk**
President, International Group
BBDO International
New York

## Gross income of $1,000,000 to $5,000,000

10%, radio 20%, spot tv 45%, cable tv 5%, outdoor 2%, business papers 5%, point of sale 1%, direct mail 2%. Employes: 47. Top execs: Edward A. Trahan, president; Thomas L. Burden, Allan F. Charles, exec vps.
Phone: (301) 889-7500.

**Douglas Turner Inc.**, Newark, N.J., reported gross income of $1,875,000 in 1983 on billings of $12,500,000. In 1982, it reported gross income of $1,600,000 on billings of $11,000,000. The agency did not break down its billings. Accounts gained: Cohen's Fashion Optical Centers, Denture & Dental Center, Lee Myles Transmissions, The Market Place, Natural Pak System. Lost: Hexacon Electric, Adolph Gottscho Inc., United Health Services. Employes: 38 in two offices. Top exec: Arthur A. Siegel, exec vp.
Phone: (201) 623-4506.

**Van Brunt & Co. Advertising-Marketing**, New York, reported gross income of $2,975,000 in 1983 on billings of $26,990,000. In 1982, it reported gross income of $2,850,000 on billings of $26,520,000. Of the totals, non-U.S. income was $7,750,000 in 1983 and $8,000,000 in 1982. Volume in 1983 consisted of $10,000,000 in media, $3,440,000 in materials and services and $5,800,000 in capitalized fees. In 1982, volume consisted of $9,570,000 in media, $1,600,000 in materials and services and $4,500,000 in capitalized fees. Accounts gained: Hearst Publications; Judy Bond; Jou Jou; Steven Barry; Nova Jeans. Lost: Tampax Inc. International; Salen Linblad Cruising. Billings breakdown: Newspapers 20%, magazines 30%, radio 17%, spot tv 16%, transit 1%, business papers 8%, direct mail 8%. Employes: 50. Top execs: Edwin Van Brunt, chairman; Albert Van Brunt, president; Richard Barker and Howard Karp, senior vps.
Phone: (212) 949-1300.

**VanSant, Dugdale & Co.**, Baltimore, reported gross income of $3,797,289 in 1983 on billings of $25,315,263. In 1982, it reported gross income of $3,945,665 on billings of $26,304,434. Volume in 1983 consisted of $21,116,094 in media, $2,580,142 in materials and services and $1,619,027 in capitalized fees. In 1982, volume consisted of $20,263,687 in media, $3,191,720 in materials and services and $2,849,027 in capitalized fees. Accounts gained: Commercial Credit Co., 1st American Mortgage Co., Free State Health Plan Inc., Hershey Entertainment & Resort Co., Maryland Port Administration. Lost: The Baltimore Blast, Jiffy Lube International, Maryland National Bank. Billings breakdown: Newspapers 26%, magazines 14%, radio 12%, spot tv 16%, network tv 13%, outdoor 1%, business papers 18%. Employes: 74 in two offices. Top execs: Raymond J. Sachs, chairman/president; Kenneth E. Mayhorne, exec vp; Timothy D.S. Catling, Seymour Levin, E. Patrick McDonough, J. Stanley Paulus, Sheldon T. Taule, senior vps.
Phone: (301) 539-5400.

**Harry Viola Advertising**, New York, reported gross income of $1,443,000 in 1983 on billings of $11,100,000. In 1982, it reported gross income of $1,190,656 on billings of $8,650,000. Volume in 1983 consisted of $10,000,000 in media and $1,100,000 in materials and services. In 1982, volume consisted of $7,600,000 in media and $1,050,000 in materials and services. Accounts gained: Mavado Watch Corp. Lost: None. Billings breakdown: Newspapers 10%, magazines 30%, supplements 5%, spot tv 50%, business papers 5%. Employes: 10. Top exec: Harry Viola, president.
Phone: (212) 397-7838.

**Frank Vos Co.**, New York, reported gross income of $3,350,168 in 1983 on billings of $22,338,386. In 1982, it reported gross income of $3,275,130 on billings of $21,838,284. Volume in 1983 consisted of $13,106,725 in media, $1,381,025 in materials and services and $7,850,636 in capitalized fees. In 1982, volume consisted of $12,368,090 in media, $1,305,928 in materials and services and $8,164,266 in capitalized fees. Accounts gained: Arthur S. DeMoss Foundation-Power for Living, Topps chewing gum, Coral Ridge Ministries. Lost: Xerox Education Publications. Billings breakdown: Newspapers 10%, magazines 40%, spot tv 20%, direct mail 30%. Employes: 45. Top execs: Frank Vos, chairman; Thomas J. Turner, president.
Phone: (212) 684-7600.

**Warner, Bicking & Fenwick**, New York, reported gross income of $2,063,220 in 1983 on billings of $13,654,018. In 1982, it reported gross income of $1,899,526 on billings of $12,567,444. Volume in 1983 consisted of $4,285,000 in media, $595,300 in materials and services and $8,733,718 in capitalized fees. In 1982, volume consisted of $3,775,000 in media, $567,000 in materials and services and $8,225,444 in capitalized fees. Accounts gained: Thomas Register Subscription Sales, Thomas Grocery Register Technical Information Distribution Service. Lost. None. Billings breakdown: Newspapers 5%, magazines 30%, radio 20%, spot tv 5%, business papers 25%, point of sale 10%, direct mail 5%. Employes: 25. Top execs: John F. Bicking, chairman; John E. Warner, president; Ed Sutherland, senior vp; Andy Morris, vp.
Phone: (212) 759-7900.

**Warren/Kremer Advertising**, New York, reported gross income of $2,070,000 in 1983 on billings of $13,800,000. In 1982, it reported gross income of $1,650,000 on billings of $10,165,000. No breakdown in volume was provided. Accounts gained: Loews Ventana Canyon Resort, Grand Hotel on Paradise Island in the Bahamas, Jolly Beach Resort in Antiqua, Laser Sat Inc. Billings breakdown: Newspapers 30%, magazines 35%, radio 5%, spot tv 5%, outdoor 4%, business papers 15%, transit 1%, point of sale 2%, direct mail 3%. Employes: 32. Top execs: Peter Warren, president; John H. Pollok, exec vp.
Phone: (212) 686-2914.

**Weitzman, Dym & Associates**, Washington D.C., reported gross income of $2,100,000 in 1983 on billings of $14,000,000. Figures for 1982 and volume breakdown were not provided. Accounts gained: Bank of Delaware, Group Health Association, Greater Southeast Community Hospital, American Institute of Architects Servi-Corp. Billings breakdown: Newspapers 15%, magazines 20%, radio 20%, spot tv 30%, outdoor 1%, business papers 5%, transit 1%, point of sale 1%, direct mail 5%, other 2%. Employes: 35. Top execs: Alan R. Weitzman, chairman; Diana S. Dym, president-ceo; Rich Livingston, Troy Lumpkin, senior vps.
Phone: (301) 652-7035.

**Winchell Marketing Communications**, Philadelphia, had estimated gross income of $1,275,000 in 1983 on billings of $8,500,000. In 1982, it had estimated gross income of $1,200,000 on billings of $8,000,000. Volume in both years was all in media. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%, business papers 30%, direct mail 10%, other 40%. Employes: 16. Top execs: Henry R. Blynn, president; Frederick H. Gloeckner, chairman.
Phone: (215) 568-1770.

**Winterkorn Lillis**, Rochester, N.Y., reported gross income of 1,055,000 in 1983 on billings of $7,037,000. In 1982, it reported gross income of $1,250,000 on billings of $8,338,000. Volume in 1983 consisted of $1,200,000 in media, $826,000 in materials and services and $5,011,000 in capitalized fees. In 1982, the agency's volume consisted of $1,465,000 in media, $847,000 in materials and services and $6,026,000 in capitalized fees. Accounts gained: Corning Glass—consumer products division and cutlery group (promotion assignments), Calbiochem, Behring. Lost: None. Billings breakdown: Magazines 31%, radio 4%, spot tv 9%, business papers 36%, point of sale 10%, direct mail 10%. Employes: 22. Top execs: William J. Lillis, chairman-ceo; Gerard J. Winterkorn, president/chief operating officer.
Phone: (716) 454-1010.

## Midwestern region

North Dakota
Minnesota
Wisconsin
Michigan
South Dakota
Iowa
Nebraska
Illinois
Indiana
Ohio
Kansas
Missouri

**Abelson-Taylor**, Chicago, reported gross income of $2,325,130 in 1983 on billings of $19,038,121. In 1982, it reported gross income of $1,673,361 on billings of $13,216,330. Volume in 1983 consisted of $1,843,764 in media, $1,685,740 in materials and services and $15,508,617 in capitalized fees. In 1982, volume consisted of $702,887 in media, $1,352,125 in materials and services and $11,161,318 in capitalized fees. Accounts gained: Acme United, Duraclean, Alcon, Rainsoft, Amedco. Lost: None. Billings breakdown: Newspapers 5%, magazines 10%, business papers 10%, point of sale 15%, other 60%. Employes: 36. Top execs: Marvin Abelson, president; Dale Taylor, exec vp.
Phone: (312) 781-1700.

**Associated Advertising Agency**, Wichita, reported gross income of $1,687,610 in 1983 on billings of $11,256,359. In 1982, it reported gross income of $1,902,386 on billings of $12,688,914. Volume in 1983 consisted of $4,230,623 in media, $2,587,558 in materials and services and $4,438,178 in capitalized fees. In 1982, volume consisted of $4,984,458 in media, $2,920,752 in materials and services and $4,783,704 in capitalized fees. Accounts gained: Airport Hilton Inn, Hilton Inn East. Lost: None. Billings breakdown: Newspapers 1.6%, magazines 5.7%, radio 8.5%, spot tv 12.6%, outdoor 0.5%, business papers 1.8%, farm publications 8.9%, point of sale 0.2%, direct mail 3.4%, other 56.8%. Employes: 40. Top execs: Preston D. Huston, chairman-president; M. Gene Countryman, T. Joe Robertson, senior vps.
Phone: (316) 683-4691.

**BBDM Inc.**, Chicago, reported gross income of $2,651,682 in 1983 on billings of $17,677,880. In 1982, it reported gross income of $2,272,527 on billings of $15,150,180. No volume breakout was provided. Accounts gained: Ingersoll-Rand (McCartney Division), Orrington Hotel, Teradyne Central, Ritter-Midwest. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, network television 10%, spot television 15%, business papers 20%, direct mail 5%, other 5%. Employes: 45. Top execs: W.S. Bud Browning, president; John Dolby, David M. Bender, Richard B. Sanderson, directors.
Phone: (312) 644-9600.

**Bader Rutter & Associates**, Brookfield, Wis., reported gross income of $4,381,742 in 1983 on billings of $29,226,219. In 1982, it reported gross income of $3,785,236 on billings of $25,234,906. Volume in 1983 consisted of $17,264,065 in media, $5,983,736 in materials and services and $5,978,418 in capitalized fees. In 1982, volume consisted of $15,678,240 in media, $4,820,956 in materials and services and $4,735,710 in capitalized fees. Accounts gained: Molecular Genetics, PPG Industries, Chempar Products, Aqua-Chem, Kalium Chemicals, FMC Construction Equipment Group. Lost: DuPont Biochemicals (product publicity). Billings breakdown: Newspapers 5%, magazines 15%, radio 11%, spot tv 21%, outdoor 1%, farm publications 46%, direct mail 1%. Employes: 66. Top execs: Ronald L. Bader, president; James K. Rutter, exec vp.
Phone: (414) 784-7200.

**Bailey Lewis & Associates**, Lincoln, Neb., reported gross income of $1,217,028 in 1983 on billings of $8,115,252. In 1982, it reported gross income of $1,095,753 on billings of $7,306,825. Volume in 1983 consisted of $3,827,808 in media, $820,912 in materials and services and $3,466,532 in capitalized fees. In 1982, volume consisted of $3,071,109 in media, $631,675 in materials and services and $3,604,041 in capitalized fees. Accounts gained: Beatrice National Bank, The DeLay First National Bank, Farmers National Bank, HELP Inc., Jiffy Lube International, LinTELsystems, Quickolor, Sun Newspapers of Lincoln, JBA ATM Facilities, KESY Radio, KOIL Radio, Omaha Development Foundation/ParkFair, Tip Top Corp., American Business Lists, KBGT-TV, Mid-American Peripherals, Omaha National Bank, FirsTier, Seldin Development Management. Lost: First Mid-America, First Westside Bank, Omaha Convention & Visitors Bureau, Pepsico, Pepsi Cola Bottling Co. of Lincoln, Platte Valley National Bank, Walker Tire, WOW Radio. Billings breakdown: Newspapers 10%, magazines 4%, supplements 1%, radio 23%, spot television 25%, outdoor 5%, business papers 2%, farm publications 4%, direct mail 1%, other 25%. Employes: 32 in 2 offices. Top execs: Richard W. Bailey, chairman-ceo; Jim Lauerman, president (Lincoln division); Tracy Zaiss, president (Omaha division); George Meininger, senior exec vp; Ron Plageman, exec vp.
Phone: (402) 475-2800.

**Baker, Abbs, Cunningham & Klepinger**, Birmingham, Mich., reported gross income of $1,832,802 in 1983 on billings of $12,224,790. In 1982, it reported gross income of $1,666,544 on billings of $10,781,857. Volume in 1983 consisted of $4,123,882 in media, $2,963,656 in materials and services and $5,137,252 in capitalized fees. In 1982, volume consisted of $3,375,619 in media, $1,686,709 in materials and services and $5,719,529 in capitalized fees. Accounts gained: Diversitec, Group Health Plan of Southeast Michigan, Michigan Asparagus Advisory Board, Michigan Plum Advisory Board. Lost: DeVlieg Machine Co., Ross Operating Valve Co. Billings breakdown: Newspapers 29%, magazines 45%, radio 15%, spot tv 11%, Employes: 38. Top execs: Ernest W. Baker Jr., chairman; Robert L. Klepinger, president; Robert J. Cunningham, exec vp; B.H. Cunningham, treasurer.
Phone: (313) 540-5400.

**Batz Hodgson Neuwoehner**, St. Louis, reported gross income of $4,552,600 in 1983 on billings of $30,563,994. In 1982, it reported gross income of $4,229,632 on billings of $29,311,102. Volume in 1983 consisted of $15,989,946 in media, $4,031,780 in materials and services and $10,542,268 in capitalized fees. In 1982, volume consisted of $15,428,503 in media, $3,480,668 in materials and services and $10,401,931 in capitalized fees. Accounts gained: National Vendors, Roto Rooter, Plaza Motors, Roosevelt Federal, Pevely Dairy, Wetterau/IGA, United Telespectru, Labconco, Norand, St. Mary's Hospital Kansas City. Lost: Utel Com, Intertherm, Hazel Manufacturing. Billings breakdown: Newspapers 11%, magazines 12%, radio 15%, spot tv 29%, outdoor 2%, business papers 26%, farm publications 2%, other 3%. Employes: 102 in 6 offices. Top execs: Charles A. Hodgson, chairman; Kennett C. Johnson, president-ceo; Robert C. Zeitinger, George T. Gale, exec vps, Walter F. Balzerick, James F. Watts, Irv Jensen, John Blakemore, Steve Hunter, division presidents.
Phone: (314) 241-1200.

**Bentley, Barnes & Lynn**, Chicago, reported gross income of $4,684,798 in 1983 on billings of $31,231,987. In 1982, it reported gross income of $4,040,596 on billings of $26,937,311. Volume in 1983 consisted of $27,436,054 in media, $1,435,500 in materials and services and $2,360,433 in capitalized fees. In 1982, volume consisted of $23,664,490 in media, $1,069,744 in materials and services and $2,203,077 in capitalized fees. Accounts gained: Chicago Blitz, Cari Inc., Pheasant Run, Wagon Wheel Resort, 666 Lake Shore Drive Southmark Communities, Landmark Properties, Hi-tek Management Services, Citimark Financial Services. Billings breakdown: Newspapers 70%, magazines 5%, supplements 1%, radio 4%, spot tv 7%, cable tv 1%, outdoor 1%, business papers 1%, other 10%. Employes: 110. Top execs: Peter Postelnek, chairman; Stan Tannenbaum, president; Paul Oleff, Sam Conforti, exec vps.
Phone: (312) 467-9350.

**Bernstein Rein Advertising**, Kansas City, Mo., reported gross income of $3,850,000 in 1983 on billings of $36,320,426. In 1982, it reported gross income of $3,738,421 on billings of $32,509,136. Volume in 1983 consisted of $31,195,104 in media, $3,036,251 in materials and services and $2,089,071 in capitalized fees. In 1982, volume consisted of $28,164,473 in media, $2,913,901 in materials and services and $1,430,762 in capitalized fees. Accounts gained: Kansas City Hilton Hotels, United Telecommunications, Avon Products (regionally). Lost: McDonald's of Arizona. Billings breakdown: Newspapers 8%, magazines 3%, radio 12%, spot tv 70%, cable tv 2%, outdoor 5%. Employes: 100. Top execs: Robert A. Bernstein, president; Irwin Rein, exec vp.
Phone: (816) 756-0640.

**William R. Biggs/Gilmore Associates**, Kalamazoo, Mich., reported gross income of $3,300,000 in 1983 on billings of $34,061,000. In 1982, it reported gross income of $2,456,000 on billings of $24,152,000. Volume in 1983 consisted of $15,708,000 in media, $3,045,000 in materials and services and $15,308,000 in capitalized fees. In 1982, volume consisted of $11,735,000 in media, $2,345,000 in materials and services and $10,072,000 in capitalized fees. Accounts gained: Agra Land, Auto Owners Insurance, Rose Johnson Furniture, Edwards Motors, Kaiser Agriculture, Bissell, Cattus, Hastings Mfg. Lost: Geerpres. Billings breakdown: Newspapers 4%, magazines 88%, radio 3%, network tv 4%, outdoor 1%. Employes: 78. Top execs: William B. Riggs, president; Ronald Davis, David Hunt, senior vps; Don DeGroot, secretary/treasurer.
Phone: (616) 349-7711.

**Bonsib Marketing Services**, Fort Wayne, Ind., reported gross income of $1,070,447 in 1983 on billings of $7,139,881. In 1982, it reported gross income of $989,502 on billings of $6,599,978. No volume breakout was provided. Accounts gained: ARA Living Centers Assn. for Retarded Citizens, Central Soya poultry division, Gold N. Fresh, Central Soya processing division, Central Soya corporate (projects), The Centrium, All American Homes Division of Coachman Industries, Ferranti Indiana, Ford Meter Box, Franklin Financial Corp., Franklin Bank & Trust, Independent Stationers, Greater Fort Wayne Chamber of Commerce, Lincoln Logotype, Joe O'Malia Food Markets, Phelps Dodge Magnet Wire, WOWO-Radio, WPTA-TV. Lost: Auburn Gear, Dinner Bell Foods, Gemeinhardt/CBS, Huntington Laboratories, Jim Kelley Buick, Parkview Memorial Hospital. Billings breakdown: Newspapers 8%, magazines 15%, supplements 3%, radio 13%, spot tv 16%, cable tv 1%, outdoor 2%, transit 1%, business papers 21%, farm publications 9%, point of sale 4%, direct mail 7%. Employes: 21 in three offices. Top execs: Richard E Bonsib, chairman-president; Thomas D. Mattern, exec vp; David J. Floyd, vp.

Phone: (219) 422-4661.

**The Brady Co.**, Menomenee Falls, Wis., reported gross income of $1,701,172 in 1983 on billings of $12,003,172. In 1982, it reported gross income of $1,361,666 on billings of $9,443,435. Volume in 1983 consisted of $2,553,908 in media, $2,181,066 in materials and services and $7,268,198 in capitalized fees. In 1982, volume consisted of $2,348,364 in media, $1,685,748 in materials and services and $5,409,323 in capitalized fees. Accounts gained: Amersham Corp., IML/MIL Inc., Centocor, Falls Medical Group, Windworks, Phoenix Products Co. Lost: South Bend Sporting Goods, PL Biochemicals. Billings breakdown: Newspapers 5%, magazines 40%, radio 5%, spot tv 1%, farm publications 49%. Employes: 46. Top exec: Karl F. Ohm, president.

Phone: (414) 255-0100.

**Brand Advertising**, Chicago, reported gross income of $1,294,476 in 1983 on billings of $10,691,815. In 1982, it reported gross income of $1,297,238 on billings of $10,800,272. In non-U.S. contributions, it reported income of $7,103 in 1983 on billings of $48,021. In 1982, it reported non-U.S. contributions of $6,251 in income on billings of $48,182. Volume in 1983 consisted of $6,525,818 in media, $1,136,411 in materials and services and $2,981,865 in capitalized fees. In 1982, volume consisted of $6,593,247 in media, $.127,146 in materials and services and $3,031,697 in capitalized fees. Accounts gained: Nalco Chemical Co., Timeworks Inc., American Home Products (Duplicolor division). Billings breakdown: Newspapers 10%, magazines 41%, supplements 5%, radio 22%, spot tv 13%, outdoor 3%, direct mail 3%, other 3%. Top exec: Perry L. Brand, president.

Phone: (312) 836-7777.

**E. H. Brown Advertising**, Chicago, reported gross income of $2,370,329 in 1983 on billings of $15,802,192. In 1982, it reported gross income of $2,005,389 on billings of $13,369,258. No volume breakout was provided. Accounts gained: Masonite Corp, Sykes division, NCR Corp., Comten division. Lost: None. Billings breakdown: Newspapers 10%, magazines 25%, trade publications 15%, radio and television 20%, other 30%. Employes: 41 in two offices. Top execs: E. H. Brown Sr., president-ceo; E. H. Brown Jr., exec vp-chief operating officer; W. A. Vernon, J.M. Ryan, J.D. Kenner, E.J. Murnane, senior vps.

Phone: (312) 372-9494.

**Buckheim & Rowland**, Ann Arbor, Mich., reported gross income of $1,189,558 in 1983 on billings of $7,807,685. In 1982, it reported gross income of $981,694 on billings of $6,983,613. Volume in 1983 consisted of $1,826,850 in media, $709,434 in materials and services and $5,271,401 in capitalized fees. In 1982, volume consisted of $1,720,911 in media, $684,834 in materials and services and $4,577,868 in capitalized fees. Accounts gained: Datanational Corp., Delfield Co., Holland Systems, Independent Bankcorp, Info Designs, Inter-City Bank, Irwin Magnetics, Somerset Inn, Winterhalter Inc., Ultracarbon. Lost: Applied Intelligent Systems, American Security Bank, Community Bank of Bad Axe, Bank of Commerce. Billings breakdown: Newspapers 3%, magazines 28%, radio 5%, spot tv 4%, outdoor 1%, business papers 2%, direct mail 1%, other 56%. Employes: 29. Top execs: Harvey A. Bailey, Richard A. Buckheim, E. Margaret Eich, Justin L. Moran, Richard H. Rowland, partners.

Phone: (313) 769-6771.

**Burrell Advertising**, Chicago, reported gross income of $3,900,000 in 1983 on billings of $26,000,000. In 1982, it reported gross income of $3,403,000 on billings of $22,586,700. Volume in 1983 consisted of $22,500,000 in media and $3,500,000 in materials and services. In 1982, volume consisted of $19,986,700 in media and $2,600,000 in materials and ser-

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THE RALEIGH TIMES
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Durham Morning Herald
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# Gross income of $1,000,000 to $5,000,000

vices. Accounts gained: Coca-Cola Co.-international, Coca-Cola Co.-foods division. Billings breakdown: Newspapers 6%, magazines 12%, radio 15%, spot tv 6%, network tv 57%, outdoor 4%. Employes: 70. Top execs: Thomas J. Burrell, president; Barbara Burrell, Eugene Morris, Anna Morris, Sarah Burroughs, William Sharp, Keith Tunnell, senior vps.

Phone: (312) 266-4600.

**Burton Advertising**, Detroit, reported gross income of $1,425,000 in 1983 on billings of $9,500,000. In 1982, it reported gross income of $1,611,000 on billings of $10,740,000. Volume in 1983 consisted of $8,386,500 in media, $780,000 in materials and services and $333,500 in capitalized fees. In 1982, volume consisted of $9,451,000 in media, $888,800 in materials and services and $400,200 in capitalized fees. Accounts lost: G. Heileman Brewing Co. Billings breakdown: Newspapers 16.9%, magazines 8%, radio 26.4%, spot tv 34.3%, outdoor 5.3%, other 9.1%. Employes: 26. Top execs: Rod Burton, president; Warren Kruger, exec vp; Brian Bremner, senior vp.

Phone: (313) 961-1166.

**Carmichael-Lynch**, Minneapolis, reported gross income of $4,908,000 in 1983 on billings of $32,732,000. In 1982, it reported gross income of $4,066,000 on billings of $27,113,000. Volume in 1983 consisted of $10,928,000 in media, $4,642,000 in materials and services and $17,162,000 in capitalized fees. In 1982, volume consisted of $10,123,000 in media, $3,437,000 in materials and services and $13,553,000 in capitalized fees. Accounts gained: Custom One International, Hagen Systems, Lifespan, Jerome Foods, Medtronic Inc., Minnesota Mutual Insurance, Mercury Marine, Mercruiser Stern Drives & Inboards, Quicksilver Parts & Accessories. Lost: Northland Ford Dealers. Billings breakdown: Newspapers 15%, magazines 18%, radio 9%, spot tv 32%, outdoor 4%, transit 1%, business papers 6%, farm publications 1%, point of sale 5%, direct mail 5%, other 4%. Employes: 102. Top execs: Leland T. Lynch, chairman; Lou Bacig, president; Ed Coleman, Jerry Stahl, Steven Goldstein, Phil Waggoner, senior vps.

Phone: (612) 871-8300.

**Carr Liggett**, Cleveland, reported gross income of $3,623,839 in 1983 on billings of $31,562,274. In 1982, it reported gross income of $3,437,660 on billings of $26,065,182. Volume in 1983 consisted of $11,563,992 in media, $7,391,275 in materials and services and $12,607,007 in capitalized fees. In 1982, volume consisted of $10,584,108 in media, $3,774,998 in materials and services and $11,706,076 in capitalized fees. Accounts gained: WKYC-TV, Don's Restaurants. Lost: McDonald's North East Ohio Co-op. Billings breakdown: Newspapers 6%, radio 7%, network tv 2%, spot tv 24%, cable tv 1%, business papers 52%, other 8%. Employes: 85. Top execs: Harold A. Shoup, president-ceo; John M Morton, vice chairman; Michael W. Carlton, senior vp.

Phone: (216) 696-0330.

**Frank J. Corbett Inc.**, Chicago, reported gross income of $3,500,000 in 1983 on billings of $23,345,000. In 1982, it reported gross income of $3,000,000 on billings of $20,000,000. Volume in 1983 consisted of $23,345,000 in capitalized fees. In 1982, volume consisted of $20,000,000 in capitalized fees. Accounts gained: Mead-Johnson & Co. Nutritional Products division, Abbott Diagnostic division. Billings breakdown: Magazines 20%, point of sale 5%, direct mail 35%, other 40%. Employes: 50. Top execs: Frank J. Corbett, chairman; John J. Fisher, president.

Phone: (312) 664-5310.

**Don Costello & Co.**, Chicago, had estimated gross income of $1,170,000 in 1983 on billings of $7,800,000. In 1982, it had estimated gross income of $750,000 on billings of $5,000,000. Volume in both years was all in media. Accounts gained: Mohawk Liqueur, New Generation Foods. Lost: None. Billings breakdown: Newspapers 15%, magazines 8%, supplements 5%, radio 15%, spot tv 15%, network tv 30%, outdoor 5%, transit 2%, point of sale 5%. Employes: 19. Top exec: Donald J. Costello, president.

Phone: (312) 280-8680.

**Dawson, Johns & Black**, Chicago, reported gross income of $2,512,500 in 1983 on billings of $16,750,000. In 1982, it reported gross income of $1,980,000 on billings of $13,200,000. Volume in 1983 consisted of $11,300,000 in media and $5,450,000 in capitalized fees. In 1982, volume consisted of $4,300,000 in media and $8,900,000 in capitalized fees. Accounts gained: Wilderness Foods, Execunet Travel Systems, Coachmen Recreational Vehicles, Great Plains Computer Software, Allison Industries. Lost: Uniwatch Security Systems. Billings breakdown: Newspapers 12%; magazines 20%, radio 13%, spot tv 35%, network tv 15%, outdoor 5%. Employes: 34. Top execs: R. Powell Johns Jr., president; James P. Black, exec vp; Marion D. Dawson, exec vp; Robert G. Kaplan, exec vp.

Phone: (312) 670-2200.

**Dix & Eaton**, Cleveland, reported gross income of $2,300,000 in 1983 on billings of $15,771,500. In 1982, it reported gross income of $2,430,000 on billings of $15,700,000. Volume in 1983 consisted of $3,500,000 in media, $2,600,000 in materials and services and $9,671,500 in capitalized fees. In 1982, volume consisted of $3,800,000 in media, $2,800,000 in materials and services and $9,100,000 in capitalized fees. Accounts gained: ALLTEL Corp., WCI Alliance Group, Playhouse Square Foundation, Clevetrust Realty Investors. Lost: Blaw-Knox Construction Equipment. Billings breakdown: Newspapers 12%, magazines 25%, radio 4%, spot tv 4%, business papers 55%. Employes: 45. Top execs: Henry F. Eaton, chairman; John A. Kinley, president; Edward M. Stevens, Richard D. Kostic, exec vps.

Phone: (216) 241-0405.

**Dudreck DePaul Ficco & Morgan**, Pittsburgh, reported gross income of $1,671,000 in 1983 on billings of $12,869,000. In 1982, it reported gross income of $1,272,000 on billings of $11,027,000. Volume in 1983 consisted of $4,786,000 in media, $1,593,000 in materials and services and $6,490,000 in capitalized fees. In 1982, volume consisted of $3,787,000 in media, $1,463,000 in materials and services and $5,777,000 in capitalized fees. Accounts gained: Bercon Packaging, Swiss Mountain Village, Webtron Corp., Boca Bank, Arpco Inc., Lynn Insurance Group, Ingersoll-Rand Mining Machinery Group. Lost: None. Billings breakdown: Newspapers 6%, magazines 5%, radio 10%, network tv 3%, spot tv 28%, outdoor 3%, business papers 16%, point of sale 1%, direct mail 1%, other 27%. Employes: 35 in three offices. Top execs: Albert W. Dudreck, chairman; John DePaul, president; James V. Ficco Jr., Paul J. Morgan, exec vps.

Phone: (412) 242-2580.

**Duffy, Bringgold, Knutson & Oberpriller**, Minneapolis, reported gross income of $1,502,500 and net income of $138,000 in 1983 on billings of $10,016,000. In 1982, it reported gross income of $633,000 and net income of $52,000 on billings of $4,780,000. Volume in 1983 consisted of $3,611,000 in media, $2,339,000 in materials and services and $4,066,000 in capitalized fees. In 1982, volume consisted of $1,575,000 in media, $870,000 in materials and services and $2,335,000 in capitalized fees. Accounts gained: Mayer Housewares, National Computer Systems, Great Northern Data Systems, Oxford Properties, American PopCorn, Rite-Hite Corp; Amfac Hotels; Northrup King. Lost: Harris & Frank, Northwest Microfilm. Billings breakdown: Newspapers 30%, magazines 30%, radio 15%, spot tv 15%, outdoor 1%, farm publications 5%, direct mail 4%. Employes: 30. Top execs: Gary Bringgold, ceo; Gary Knutson, president; Daniel Oberpriller, exec vp; Dean Oberpriller, exec vp; Joseph P. Duffy III, senior vp.

Phone: (612) 375-9660.

**William Eisner & Associates**, Hales Corners, Wis., reported gross income of $1,300,760 and net income of $45,612 in 1983 on billings of $10,416,386. In 1982, it reported gross income of $1,331,058 and net income of $85,354 on billings of $9,381,239. Volume in 1983 consisted of $2,970,483 in media, $836,194 in materials and services and $6,609,709 in capitalized fees. In 1982, volume consisted of $1,833,193 in media, $520,434 in materials and services and $7,027,612 in capitalized fees. Accounts gained: Milwaukee Marriott, Milwaukee Symphony, University of Wisconsin Athletic Dept., WZUU/WLZZ, Crown Prince, WLUM. Billings breakdown: Newspapers 8%, magazines 29%, radio 8%, spot tv 4%, outdoor 3%, other 48%. Employes: 25. Top execs: William F. Eisner, president.

Phone: (414) 425-8800.

**G.M. Feldman & Co.**, Chicago, reported gross income of $2,775,000 in 1983 on billings of $18,500,000. In 1982, it reported gross income of $3,495,000 on billings of $23,300,000. Volume for both years was all in media. Accounts gained: Honda Dealers Assn. of Chicago & Northern Indiana, Pathway Financial, Northern Laboratories' toiletries division. Lost: Assn. of Chicagoland McDonald's Restaurants, Arlington Park Race Track. Billings breakdown: Newspapers 4%, magazines 1%, radio 24%, spot tv 63%, outdoor 6%, direct mail 1%, other 1%. Employes: 40 in three offices. Top execs: Gerald M. Feldman, chairman; Patrick C. Tims, president.

Phone: (312) 644-1800.

**R.S. Feldman & Co.**, Chicago, had estimated gross income of $2,161,242 in 1983 on billings of $14,408,280. In 1982, it had estimated gross income of $1,980,000 on billings of $13,200,000. No volume breakout was provided. Accounts gained: Time-Life Books, IPC Income Property Computer Services, Omega Microware, Jewels by Stephanie, Micro Lab. The company did not break down its billings. Employes: 20. Top exec: Roger S. Feldman, president.

Phone: (312) 642-4300.

**Fortis Fortis Advertising**, Chicago, reported gross income of $1,537,000 and net income of $191,000 in 1983 on billings of $11,650,000. In 1982, it reported gross income of $1,080,000 and net income of $133,000 on billings of $7,200,000. Volume in 1983 consisted of $5,700,000 in media, $1,450,000 in materials and services and $4,500,000 in capitalized fees. In 1982, volume consisted of $3,315,000 in media, $585,000 in materials and services and $3,300,000 in capitalized fees. Accounts gained: Chicagoland Oldsmobile Dealers Assn. Lost: None. Billings breakdown: Newspapers 7%, magazines 15%, supplements 5%, radio 33%, spot tv 40%. Employes: 23. Top execs: J. Gerald Fortis, president; Dixie B. Fortis, exec vp/creative services director; Terry M. Bowman, James A. Dernocoeur, senior vps.

Phone: (312) 329-1980.

**Frankenberry, Laughlin & Constable**, Milwaukee, reported gross income of $3,300,000 in 1983 on billings of $22,000,000. In 1982, it reported gross income of $2,200,000 on billings of $16,800,000. Volume in 1983 consisted of $16,500,000 in media, $5,500,000 in materials and services. In 1982, volume consisted of $12,800,000 in media, $4,000,000 in materials and services. Accounts gained: Amity Leather Products, Henri's Food Service, Hamilton Test Systems, Nekoosa Papers. Billings breakdown: Newspapers 13%, magazines 10%, radio 15%, network tv 23%, spot tv 29%, business papers 10%. Employes: 45. Top execs: Dennis W. Frankenberry, partner; Steven L. Laughlin, partner; Edward A.J. Constable, partner.

Phone: (414) 272-2400.

**Grant/Jacoby Inc.**, Chicago, reported gross income of $4,121,000 in 1983 on billings of $40,041,000. In 1982, it reported gross income of $3,278,000 on billings of $37,272,000. Volume in 1983 consisted of $20,800,000 in media, $3,900,000 in materials and services and $15,341,000 in capitalized fees. In 1982, volume consisted of $20,160,000 in media, $3,772,000 in materials and services and $13,340,000 in capitalized fees. Accounts gained: On Cor Foods, Lincoln National, Sears Roebuck & Co., Alcar Associates Software, DeLong Sportswear, North Pole Corp., Commercial National Bank. Lost: Wells Lemont, Michael Reese Hospital, Wisconsin Packing. Billings breakdown: Newspapers 23.3%, magazines 12%, supplements 0.1%, radio 4%, spot tv 17%, network tv 22.4%, outdoor 0.5%, transit 0.1%, business papers 8.5%, farm publications 2.1%, point of sale 2%, direct mail 8%. Employes: 70. Top execs: Robert L. Flink, chairman-ceo; Bruce I. Carlson, president; Robert W. Krewer, Robert W. Lavender, Charles A. Norris, Robert J. Killian, senior vps.

Phone: (312) 664-2055.

**Haddon Advertising**, Chicago, reported gross income of $2,574,000 and net income of $319,000 in 1983 on billings of $21,354,000. In 1982, it reported gross income of $1,778,236 and net income of $320,000 on billings of $16,524,522. Volume in 1983 consisted of $3,800,000 in media, $3,200,000 in materials and services and $14,354,000 in capitalized fees. Volume in 1982 consisted of $3,645,000 in media, $3,323,445 in materials and services, and $9,547,077 in capitalized fees. Subsidiaries: Haddon, Lynch & Baughman PR and Haddon Direct. Accounts gained: Baird & Warner, Color Communications, The Landings. Lost: Dunbar Corp., 666 Lake Shore Drive Associates, The Levy Organization. Billings breakdown: Newspapers 20%, magazines 20%, radio 20%, spot tv 20%, direct mail 20%. Employes: 50. Top execs: Harvey Haddon, president; Jacgueline Wagner, vp.

Phone: (312) 943-6266.

**Hall, Haerr, Peterson & Harney**, Peoria, Ill., reported gross income of $1,260,000 in 1983 on billings of $8,350,000. In 1983, net income was $195,000 and net income was $175,000 in 1982. In 1982, it reported gross income of $1,200,000 on billings of $8,000,000. Volume in 1983 consisted of $5,250,000 in media, $2,050,000 in materials and services and $1,050,000 in capitalized fees. In 1982, volume consisted of $5,000,000 in media, $2,000,000 in materials and services and $1,000,000 in capitalized fees. Billings include those of an affiliate office in Jefferson City, Mo. Accounts gained: Gem City Savings & Loan, Security Federal Savings & Loan, Smithco, Inc., Missouri Chamber of Commerce, Fuqua Homes, Nickles Machine Co., Automatic Devices Corp. Billings breakdown: Newspapers 20%, magazines 23%, radio 8%, network tv 22%, outdoor 5%, business papers 9%, farm publications 13%. Employes: 42 in four offices. Top execs: John Philip Harney, chairman; Richard A. Hall, president.

Phone: (309) 692-7011.

**Harmon Smith**, Kansas City, Mo., reported gross income of $1,102,131 in 1983 on billings of $7,520,772. In 1982, it reported gross income of $815,000 on billings of $5,317,916. Volume in 1983 consisted of $2,723,511 in media, $2,314,487 in materials and services and $2,482,774 in capitalized fees. In 1982, volume consisted of $1,821,253 in media, $1,826,195 in materials and services and $1,670,468 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 25%, magazines 45%, radio 5%, spot tv 5%, business papers 10%, farm publications 10%. Employes: 20. Top execs: Austin Harmon, president; John Lee Smith, corporate vp.

Phone: (816) 756-0756.

**Hoffman York & Compton**, Milwaukee, reported gross income of $4,664,000 in 1983 on billings of $31,090,000. In 1982, it reported gross income of $4,525,500 on billings of $30,140,000. Volume in both years was all in media. Accounts gained: Midway Motor Lodges, McDonald's Co-ops in Rockford, Wisconsin Sports Network, Lamplight Farms, SUN Foods. Lost: Bank of Commerce, Lanair. Billings breakdown: Newspapers 9.4%, magazines 11.4%, radio 9.2%, network tv 18.6%, spot tv 15.9%, cable tv 1.7%, outdoor 2.8%, business papers 23.4%, direct mail 3.9%, other 3.7%. Employes: 78. Top execs: Eugene P. Lawler, chairman; Eugene P Gilmartin, president-ceo; Thomas A. Jordan,

## Agency Q&A

## Q: Will agency mergers increase this year?

**Answer:** Last year was a pretty big year for agency mergers. I expect this trend to continue in 1984 and beyond.

I think there are three fundamental reasons for this.

The first reason relates to the powerful business trend toward globalization of markets. As more and more companies operate worldwide they look for the extra resources and leverage that come from an agency with matching worldwide capabilities. This trend causes larger companies to seek agencies around the world to complete and strengthen their networks. It also causes many good local agencies to seek alignment to better serve some of the largest and best clients in their area.

Brown

The second point is somewhat related. It has to do with the tendency now to have a total communications perspective. That is, to try to leverage total marketing efforts by integrating advertising, direct marketing, promotion, public relations, etc. This trend creates a natural attraction for a number of kinds of agency to want to come together.

Third is what I would call the natural maturing of a dynamic industry. Advertising will continue to be dynamic in that many excellent new agencies will be formed; others will grow into outstanding local, regional or national operations. But at some point, as owners get ready to retire or as their particular business changes, there are pressures to sell to larger agencies. I think our business has reached a point where many agencies built up after World War II have now reached this point of maturity. Merging is an important option.

**Norman W. Brown**
President-chief executive officer
Foote, Cone & Belding
Chicago

Frank A. Dysarz, Warren A. Eulgen, senior vps; John M. Melamed, Martin L. Felde, vps.

Phone: (414) 259-2000.

**Hughes Advertising**, St. Louis, reported gross income of $1,201,375 in 1983 on billings of $9,240,018. In 1982, it reported gross income of $1,043,834 on billings of $8,077,751. Volume in 1983 consisted of $3,650,376 in media, $1,387,643 in materials and services and $4,201,999 in capitalized fees. In 1982, the agency's volume consisted of $3,001,959 in media, $1,297,644 in materials and services and $3,778,148 in capitalized fees. Accounts gained: Affinitech Corp., Marriott Hotels, Saddlebrook Corp., Mirex Corp., Central Hardware, Bi-State Development, Chapman's Ice Cream, Crestwood Plaza, Arby's, Essex Hardware, Kleen-Rite, KangaRoos Retail Stores, John Morris Limited. Lost: Springfield Marine Bank, Air One Airlines. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, spot tv 25%, outdoor 1%, transit 1%, business papers 15%, point of sale 5%, direct mail 8%. Employes: 28. Top execs: Jack A. Hughes, president; Larry R. McLane, exec vp; Donald H. Fosher and Henry George, senior vps.

Phone: (314) 862-9111.

**Jaqua Co.**, Grand Rapids, Mich., reported gross income of $1,348,766 in 1983 on billings of $10,056,933. In 1982, it reported gross income of $1,480,985 on billings of $10,161,187. Volume in 1983 consisted of $1,940,389 in media, $1,894,121 in materials and services and $6,222,423 in capitalized fees. In 1982, volume consisted of $2,114,629 in media, $1,723,298 in materials and services and $6,323,260 in capitalized fees. Accounts gained: Simplex Industries, Hanchett Mfg., Aerovent Fan & Blower, Calvin College. Lost: Dake Corp. Ludowici-Celadon, Universal Electric. Billings breakdown: Newspapers 3%, magazines 70%, radio 1%, network tv 10%, spot tv 3%, outdoor 1%, farm publications 5%, point of sale 2%, direct mail 5%. Employes: 30. Top execs: Jack R. Brouwer, chairman; David W. Friend, president.

Phone: (616) 241-6701.

**The Jayme Organization**, Beachwood, O., reported gross income of $2,108,000 in 1983 on billings of $16,732,000. In 1982, it reported gross income of $1,747,000 on billings of $13,327,000. Volume in 1983 consisted of $1,839,000 in media, $1,726,000 in materials and services and $13,167,000 in capitalized fees. In 1982, volume consisted of $1,232,000 in media, $1,183,000 in materials and services and $10,912,000 in capitalized fees. It has two subsidiaries, Publicom (public relations) and Strategic Research Center (marketing research). Accounts gained: Assa Inc., Automated Packaging Systems, Mannesmann Demag, Honda Cars of Cleveland and Bedford Toyota-Volvo, Sherwin-Williams' chemicals division, Tameran Inc., Webb Mfg. Lost: Sherwin-Williams' automotive division, Cyberex, Inc., SSCI (Steel Service Center Institute), NRM Process Systems. Billings breakdown: Newspapers 10%, magazines 40%, radio 10%, spot tv 5%, business papers 20%, farm publications 2%, point of sale 3%, direct mail 10%. Employes: 47. Top execs: George N. Havens, chairman-ceo; Michael E. Cargile, president; Lawrence R. Kavanaugh, exec vp; Allen B. Straka, vp; Kathleen M. Wallace, exec vp, SRC; Cathy A. Pokorny, president, Publicom.

Phone: (216) 831-0110.

**Jordan/Tamraz/Caruso Advertising**, Chicago, reported gross income of $2,580,000 in 1983 on billings of $17,200,000. In 1982, it reported gross income of $2,370,000 on billings of $15,800,000. Volume in 1983 consisted of $12,145,000 in media, $3,215,000 in materials and services and $1,840,000 in capitalized fees. In 1982, volume consisted of $11,376,000 in media, $2,859,000 in materials and services and $1,567,000 in capitalized fees. Accounts gained: National Van Lines, Alboy Security Locks, Biltmore Tires, Sony Corp. Lost: None. Billings breakdown: Newspapers 25%, magazines 15%, radio 17%, spot tv 26%, outdoor 2%, business papers 5%, collateral 10%. Employes: 44. Top execs: Joseph A. Caruso, president: Charles A. Jordan, exec vp.

Phone: (312) 951-2000.

**Juhl Advertising**, Elkhart, Ind., had estimated gross income of $3,291,150 in 1983 on billings of $21,941,000. In 1982, it had estimated gross income of $2,556,000 on billings of $17,040,000. Volume in 1983 consisted of $3,900,000 in media, $2,700,000 in materials and services and $15,341,000 in capitalized fees. In 1982, volume consisted of $3,300,000 in media, $1,900,000 in materials and services and $11,840,000 in capitalized fees. Accounts gained: King Band Instruments, W.T. Armstrong, Caradco Corp., Halda Systems, Heritage Cablevision, Kent Co., Remin Corp., Semperit of America. Lost: Boosey & Hawkes, Austin-Kane, Indiana Department of Commerce (pr), Lowes Inc. (pr). Billings breakdown: Newspapers 6%, magazines 44%, radio 8%, spot television 10%, cable television 1%, outdoor 1%, point of sale 5%, direct mail 10%, and other 15%. Employes: 85 in three offices. Top execs: Howard J. Blackwood, president; Max B. Barrick, James J. Dominello, Bonnie Ackley, senior vps; Steven Patton, vp.

Phone: (219) 293-5621.

**Kamstra Communications**, St. Paul, Minn., had estimated gross income of $1,815,000 in 1983 on billings of $12,100,000. In 1982, it had estimated gross income of $1,575,000 on billings of $10,500,000. Volume in 1983 consisted of $2,100,000 in media, $500,000 in materials and services and $9,500,000 in capitalized fees. In 1982, volume consisted of $1,900,000 in media, $350,000 in materials and services and $8,300,000 in capitalized fees. Accounts gained: ADC Magnetic Controls, Sensor-based Systems, 3M Commercial Chemicals division (specialty film products), 3M Traffic Control Materials division, Rank Videometrix. Lost: Owens Services, Anderson Cornelius Co. Billings breakdown: Radio 2%, spot tv 2%, business papers

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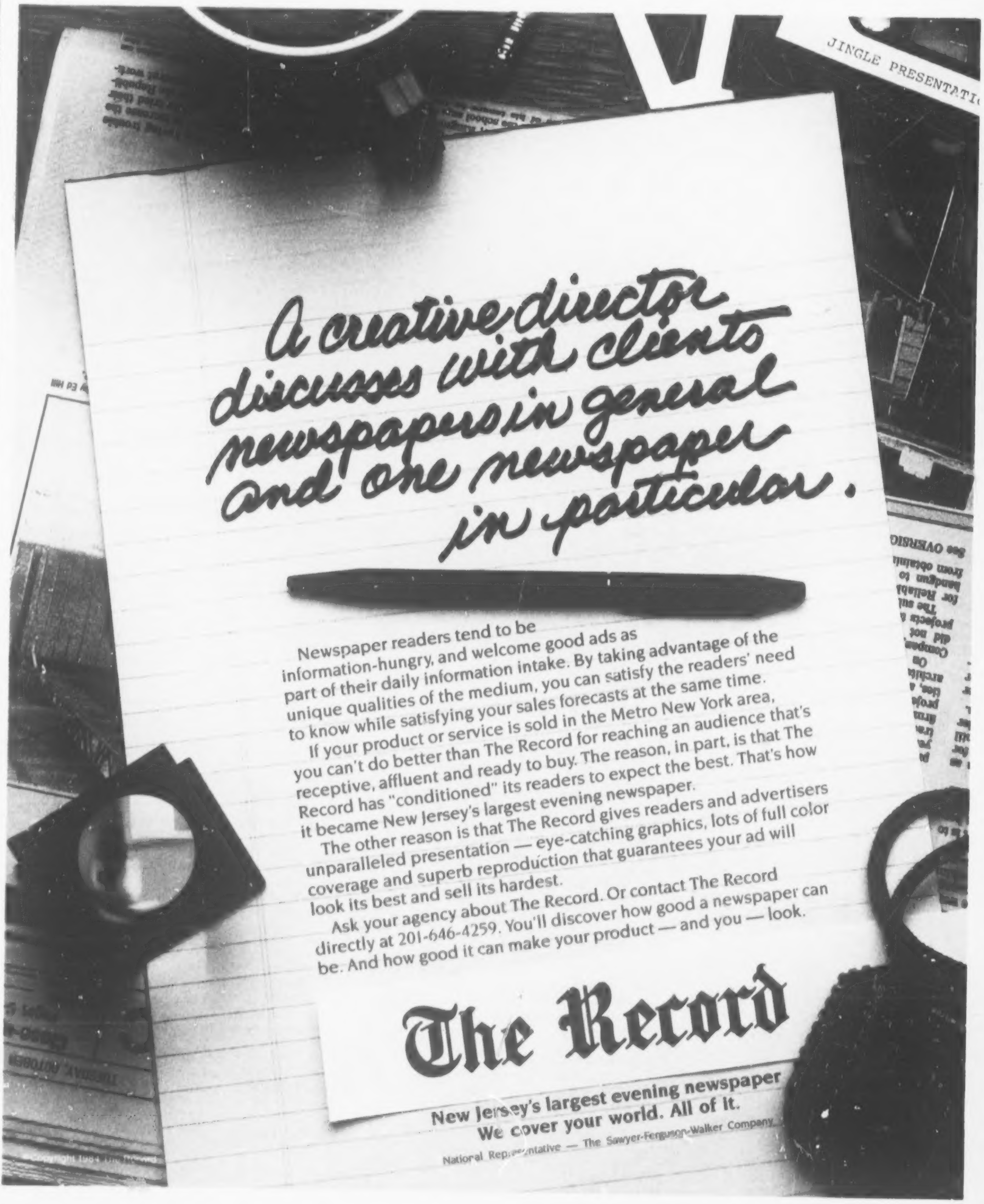
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## Gross income of $1,000,000 to $5,000,000

35%, point of sale 1%, direct mail 10%, other 50%. Employes: 25. Top execs: K.M. Kamstra, president.
Phone: (612) 228-1419.

**Kenrick Advertising**, St. Louis, reported gross income of $3,723,000 in 1983 on billings of $30,177,000. In 1982, it reported gross income of $2,625,000 on billings of $23,793,000. Volume in 1983 consisted of $9,365,000 in media, $4,250,000 in materials and services and $16,562,000 in capitalized fees. In 1982, volume consisted of $8,326,000 in media, $3,508,000 in materials and services and $11,959,000 in capitalized fees. Figures include those of subsidiaries Frank/James Direct Marketing, Kingsbury Graphics, Aragon PR, Data Support Services. Accounts gained: Intertherm, May Centers, Pantera's, Greater St. Louis Ad Council, Elanco Products, Tylan Premix. Lost: Metro Banks. Billings breakdown: Newspapers 6%, magazines 9%, supplements 2%, radio 20%, spot tv 20%, cable tv 3%, outdoor 5%, transit 1%, business papers 5%, farm publications 26%, point of sale 2%, direct mail 1%. Employes: 115 in four offices. Top exec: Eric Sides, president.
Phone: (314) 726-6020.

**Kerker & Associates**, Minneapolis, reported gross income of $2,734,323 in 1983 on billings of $19,014,249. In 1982, it reported gross income of $3,052,845 on billings of $20,335,899. Volume in 1983 consisted of $7,680,410 in media, $2,300,118 in materials and services and $9,033,721 in capitalized fees. In 1982, volume consisted of $7,582,064 in media, $2,427,220 in materials and services and $10,326,615 in capitalized fees. Accounts gained: Sanborn Mfg., 3M Alarm Services, Zytec, McQuay, Services division. Lost: Medtronic (Pacemakers), Wagner Spray-Tech, commercial division, Henkel Chemicals, Griffin Properties, ADC Magnetic Controls. The agency did not supply a billings breakdown. Employes: 45. Top execs: Richard W. Kerker, chairman; Robert E. Marlow, ceo; Allen R. Sandvik, president.
Phone: (612) 835-7922.

**Kerlick, Switzer & Johnson Advertising**, St. Louis, reported gross income of $1,068,600 in 1983 on billings of $7,112,156. In 1982, it reported gross income of $975,000 on billings of $6,500,000. Volume in 1983 consisted of $6,222,125 in media, $534,300 in materials and services and $355,731 in capitalized fees. In 1982, volume consisted of $5,687,500 in media, $487,500 in materials and services and $325,000 in capitalized fees. Billings breakdown: Newspapers 32%, magazines 7%, radio 30%, spot tv 22%, outdoor 1%, business papers 1%, point of sale 1%, direct mail 2%, other 4%. Employes: 32. Top execs: Daniel J. Kerlick, chairman; Michael Switzer, president; Arthur Johnson, exec vp; Robert E. Johnson, chairman of the executive committee.
Phone: (314) 863-8800.

**Keroff & Rosenberg Advertising**, Chicago, reported gross income of $1,195,383 in 1983 on billings of $7,973,204. In 1982, it reported gross income of $155,000 on billings of $975,000. Volume in 1983 consisted of $4,289,942 in media, $1,253,272 in materials and services and $2,429,990 in capitalized fees. In 1982, volume consisted of $325,000 in media, $325,000 in materials and services and $325,000 in capitalized fees. Accounts gained: Dow Jones Irwin Publishing, Intrinsic Fashions, Maywood Park Trotting Assn., Thybony Wall Coverings, John B. Coleman Hotels. Lost: District Furniture & Appliances, First Computer Corp. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, network tv 5%, spot tv 5%, business papers 10%, direct mail 25%, other 10%. Employes: 24. Top execs: William B. Keroff, president; Charles I. Rosenberg, exec vp.
Phone (312) 321-9000.

**Kolon, Bittker & Desmond**, Troy, Mich., reported gross income of $2,200,000 in 1983 on billings of $13,200,000. In 1982, it reported gross income of $2,000,000 on billings of $12,800,000. Volume in 1983 consisted of $10,428,000 in media, $1,438,000 in materials and services and $1,334,000 in capitalized fees. In 1982, volume consisted of $10,240,000 in media, $1,392,750 in materials and services and $1,167,250 in capitalized fees. Accounts gained: CBS/FOX Video, Richard Simmons Anatomy Asylums, Simmons Airlines, Detroit/Windsor Freedom Festival. Lost: None. Billings breakdown: Newspapers 20%, magazines 4%, supplements 0.5%, radio 15%, spot television 35%, outdoor 5%, business papers 0.5%, point of sale 5%, direct mail 10%, other 5%. Employes: 50. Top execs: Joseph Bittker, chairman; John Kolon, president.
Phone: (313) 524-2500.

**Lang, Fisher & Stashower Advertising**, Cleveland, O., reported gross income of an estimated $3,495,339 in 1983 on billings of $23,302,261. In 1982, it reported estimated gross income of $3,328,894 on billings of $22,192,630. Volume in 1983 consisted of $13,656,891 in media and materials and services, and $9,736,370 in capitalized fees. In 1982, volume consisted of $12,919,896 in media and materials and services and $22,192,630 in capitalized fees. Figures do not include those of subsidiaries: Creative Group Inc., Systems Group Inc. and Upper Case. Accounts gained: BernzOmatic Corp., Community of Bedford Hospital, Judson Park, Ohio Desk, Medical Mutual, Medical Center South. Lost: None. Billings breakdown: Newspapers 17%, magazines 8%, supplements 1%, radio 17%, network tv 3%, spot tv 39%, cable 2%, outdoor 1%, business papers 5%, point of sale 2.5%, direct mail 2.5%, other 2%. Employes: 49. Top execs: David L. Stashower, president; Thomas S. Case, Edmund M. Kagy, exec vps.
Phone: (216) 771-0300.

**Lauerer Markin Gibbs**, formerly Widerschein/Strandberg Associates, Toledo, O., reported gross income of $4,539,946 and net income of $2,081,839 in 1983 on billings of $13,762,048. In 1982, it reported gross income of $4,310,654 and net income of $1,852,039 on billings of $12,364,217. Volume in 1983 consisted of $1,308,678 in media, $1,604,789 in materials and services and $10,848,581 in capitalized fees. In 1982, volume consisted of $1,116,466 in media, $1,773,803 in materials and services and $9,473,948 in capitalized fees. Accounts gained: Fleetwood Enterprises, Lily-Tulip, Therma Tru division, LST Corp., NAPA American Brakeblok. Lost: 1st National Bank of Toledo. Billings breakdown: Newspapers 5%, magazines 25%, radio 5%, spot tv 2%, outdoor 1%, business papers 10%, sales promotions 25%, collateral 22%, other 5%. Employes: 50. Top execs: Kenneth G. Lauerer, G. Edward Gibbs, William R. Markin, senior partners.
Phone: (419) 841-7744.

**Jack Levy & Associates**, Chicago, reported gross income of $2,496,336 in 1983 on billings of $16,210,000. In 1982, it reported gross income of $1,526,651 on billings of $10,097,834. Volume in 1983 consisted of $7,235,081 in media, $1,131,245 in materials and services and $7,843,674 in capitalized fees. In 1982, volume consisted of $4,386,925 in media, $715,015 in materials and services and $4,995,894 in capitalized fees. Accounts gained: Aeolian Pianos, Le Creuset, Metropolitan Structures. Lost: Amity Leather Products Co. Billings breakdown: Newspapers 16%, magazines 31%, radio 14%, spot tv 25%, outdoor 1%, business papers 13%. Employes: 32. Top execs: Jack Levy, president; Mark Goldstein, Richard Stack, senior vps.
Phone: (312) 332-7540.

**Lord, Sullivan & Yoder**, Marion, O., reported gross income of $4,041,729 in 1983 on billings of $30,131,253. In 1982, it reported gross income of $3,999,728 on billings of $29,624,999. Volume in 1983 consisted of $9,792,489 in media, $3,524,632 in materials and services and $16,814,132 in capitalized fees. In 1982, volume consisted of $10,358,233 in media, $4,031,662 in materials and services and $15,235,104 in capitalized fees. Accounts gained: Continental Cablevision, Dana World Trade Corp., Diamond S&L, Diebold Inc., Gorman-Rupp, IRD Mechanalysis, National City Bank, Ohio Insurance Institute, Peabody Galion Co., Spectra Physics, WNCI Radio, AID Insurance Co., Brenton Banks, Equitable Cos. of Iowa, Heritage Cablevision, W.A. Klinger Corp., Missouri Division of Highway Safety, Wendy's Des Moines Area Co-op. Lost: Metropolitan Bank of Lima, Norwest Banks of Des Moines, Barber-Green Info Systems, Schneider Mfg. Co. Billings breakdown: Newspapers 21%, magazines 9.3%, radio 20.5%, spot tv 22.2%, cable tv 0.1%, outdoor 1.6%, business papers 21%, farm publications 4%, direct mail 0.1%, other 0.2%. Employes: 92. Top execs: John K. Lord, chairman; Robert E. Sullivan, president; Robert D. Ackerman, Robert L. Bender, Carl E. Gustin Jr., senior vps.
Phone: (614) 387-8500.

**MARCOA Direct Advertising**, Chicago, had estimated gross income of $3,690,000 in 1983 on billings of $24,600,000. In 1982, the agency had estimated gross income of $3,060,000 on billings of $20,400,000. Volume was all in media. Accounts gained: MCI, LeeWards, Thousand Trails, Video Associates, Yield House, Allstate Motor Club. Lost: Amoco Motor Club. Billings breakdown: Newspapers 16%, magazines 28%, supplements 8%, radio 1%, business papers 5%, point of sale 5%, direct mail 37%. Employes: 51. Top exec: David Hefter, president.
Phone: (312) 454-0660.

**J. MacLachlan & Associates**, Wayzata, Minn., reported gross income of $1,295,000 in 1983 on billings of $8,194,000. In 1982, it reported gross income of $658,000 on billings of $4,263,000. Volume in 1983 consisted of $386,000 in media, $744,000 in materials and services and $7,064,000 in capitalized fees. In 1982, volume consisted of $98,000 in media, $290,000 in materials and services and $3,875,000 in capitalized fees. Accounts gained: Benson Optical wholesale division, Deluxe Check Printers training division, Travelers Express. Billings breakdown: Newspapers 5%, magazines 80%, business papers 5%, other 10%. Employes: 24. Top execs: James H. MacLachlan, chairman; Richard F. Ebert, president.
Phone: (612) 473-2000.

**Malone**, Akron, O., reported gross income of $2,850,000 in 1983 on billings of $36,000,000. In 1982, it reported gross income of $2,550,000 on billings of $17,000,000. Volume in 1983 consisted of $20,000,000 in media, $1,865,000 in materials and services and $14,135,000 in capitalized fees. In 1982, volume consisted of $4,650,000 in media, $1,350,000 in materials and services and $11,000,000 in capitalized fees. Accounts gained: Barclays American, First Union National Bank, GE Electromaterials Business Dept., Sodyeco, Southmark, Sun Health Network, General Electric lighting products division, Gold Bond Building Products, BF Goodrich's Tremco division, Butler, Wick & Co., First National Bank Assn., Conquest Exploration, Credit Life Insurance Co., Hexagram, Myers Industries, Teledyne, Westfield Cos. Lost: Sorkin Thayer & Co. Billings breakdown: Newspapers 2%, magazines 4%, radio 7%, spot television 65% cable television 1%, outdoor 1%, transit 1%, business papers 1%, point of sale 8%, direct mail 1%, other 9%. Employes: 85. Top execs: Harry P. Stitzlein, chairman; Bain L. Malone, president.
Phone: (216) 376-6148.

**Marc & Co.**, Pittsburgh, reported gross income of $3,370,000 in 1983 on billings of $22,600,000. In 1982, it reported gross income of $3,450,000 on billings of $23,000,000. Volume in 1983 consisted of $17,950,000 in media, $3,300,000 in materials and services and $1,350,000 in capitalized fees. In 1982, volume consisted of $18,600,000 in media, $3,150,000 in materials and services and $1,250,000 in capitalized fees. Accounts gained: The Meadows Harness Racing Track, Color Your World Paint and Wallpaper Stores (overseas). Billings breakdown: Newspapers 10%, radio 12%, spot tv 62%, other 16%. Employes: 75. Top exec: Louis J. Cardamone, president.
Phone: (412) 562-2000.

**Marketing Support**, Chicago, reported gross income of $4,578,537 in 1983 on billings of $20,565,144. In 1982, it reported gross income of $2,112,258 on billings of $17,781,670. Volume in 1983 consisted of $2,119,919 in media, $3,015,654 in materials and services and $15,429,571 in capitalized fees. In 1982, volume consisted of $1,852,806 in media, $1,840,104 in materials and services and $14,088,760 in capitalized fees. Accounts gained: Dynamic Downhill Skis, Dumont, Joanna Window Furnishings, National Furniture Sale, Skilom Cross Country Skis, Vaco Hand Tools. Lost: Dremel Tools. Billings breakdown: Newspapers 15%, magazines 10%, supplements 5%, radio 10%, network tv 12%, spot tv 15%, outdoor 1%, business papers 14%, point of sale 10%, direct mail 3%, other 5%. Employes: 45 in two offices. Top execs: David L. Weiner, president; Kenneth Chakiris, exec vp.
Phone: (312) 565-0044.

**Martin-Williams**, Minneapolis, reported gross income of $3,829,709 in 1983 on billings of $30,439,445. In 1982, it reported gross income of $3,476,900 on billings of $27,439,500. Net income was $62,136 in 1983 and $68,017 in 1982. Volume in 1983 consisted of $10,118,845 in media, $2,485,207 in materials and services and $17,835,393 in capitalized fees. In 1982, volume consisted of $10,147,681 in media, $3,030,179 in materials and services and $14,261,640 in capitalized fees. Accounts gained: ADM Feeds, 3M, Poppin Fresh Restaurants, Donaldson's department stores, Onan engine division, Vee Corp. Lost: 3M medical division, Arby's, E.F. Johnson, Sun Seeds. Billings breakdown: Newspapers 12%, magazines 20%, radio 5%, network tv 26%, business papers 37%. Employes: 74. Top execs: Steven C. Martin, chairman; Don A. Hagg, chairman; David D. Floren, president; Tom F. Weyl, exec vp.
Phone: (612) 340-0800.

**McKee Advertising**, Elmhurst, Ill., reported gross income of $1,316,000 in 1983 on billings of $4,245,000. In 1982, it reported estimated gross income of $1,001,000 on billings of $3,230,000. Volume in 1983 consisted of $880,000 in media, $1,197,000 in materials and services and $2,168,000 in capitalized fees. In 1982, volume consisted of $700,000 in media, $850,000 in materials and services and $1,680,000 in capitalized fees. Accounts gained: Benchmark Doors, Graber Industries; Danly Machine Corp.; Hoyne Industries. Lost: STO Industries. Billings breakdown: Newspapers 5%, magazines 65%, spot tv 5%, business papers 3%, farm publications 2%, point of sale 15%, direct mail 5%. Employes: 12. Top execs: Edward McKee, president.
Phone: (312) 833-0155.

**R.L. Meyer Advertising**, Milwaukee, reported gross income of $1,328,517 and net income of $47,276 in 1983 on billings of $10,435,930. In 1982, it reported gross income of $1,071,186 and net income of $53,706 on billings of $7,539,387. Volume in 1983 consisted of $4,418,592 in media, $1,109,132 in materials and services and $4,908,206 in capitalized fees. In 1982, volume consisted of $3,834,532 in media, $871,372 in materials and services and $2,833,483 in capitalized fees. Accounts gained: Paramount Pictures. Billings breakdown: Newspapers 9%, magazines 10%, radio 28%, spot tv 50%, outdoor 1%, transit 1%, other 1%. Employes: 25. Top exec: Robert L. Meyer, president.
Phone: (414) 933-3344.

**Miller Meester Advertising**, Minneapolis, had estimated gross income of $4,520,000 in 1983 on billings of $30,150,000. In 1982, the agency reported gross income of $2,420,000 on billings of $16,300,000. No volume breakout was provided by the agency for either year. Accounts gained: American Cancer Society's Minnesota division, American Cyanamid, American Simmental, Arkell Development, Branded Apparel, Contech, Embro Seed Co., Engler & Budd, Fairview Hospital, Farmer's Union Central Exchange, Gelco, Hamline University, Hubbard Milling, Institution of Industrial Launderers, International Minerals & Chemical, Lakewood Cemetary, Laukka Associated, Meadowbrook Press, Mobility, Nokomis Square, Onan Corp., Pearson's Preferred Stock Gourmet Beef, Pillsbury Co.'s industrial by-products group, Possis Corp., Productive Software Systems, E.A. Sween/Deli Express, 3M, Tri-State Breeders Co-op, Turbo West, Viio Design/Skillers Working Clothes, Weavewood, Wisconsin Dairies. Lost: Farm Credit Banks, Owatonna Mfg., CC Systems. Employes: 74 in three offices. Top execs: Robert V. Miller, president; Judd L. Meester, senior exec vp.
Phone: (612) 854-8944.

**Frank C. Nahser Inc.**, Chicago, reported gross income of $2,046,000 in 1983 on billings of $21,202,730. In 1982, the agency reported gross income of $1,991,000 on billings of $15,258,000. Volume in 1983 consisted of $14,083,000 in media, $1,882,130 in materials and services and $5,237,600 in capitalized fees. In 1982, the agency's volume consisted of $7,776,000 in media, $1,976,000 in materials and services and $5,506,000 in capitalized fees. Accounts gained: Excelsior Fitness Equipment Co., Mayer/Atlantic China, Winkler/Flexible Products. Lost: Miller Shoe Co., ServiceMaster Industries. Billings breakdown: Newspapers 2%, magazines 46%, supplements 1%, radio 17%, network television 2%, cable television 1%, business papers 31%. Employes: 42 in two offices. Top execs: Frank C. Nahser, chairman; Frank B. Nahser, president.
Phone: (312) 845-5000.

**New Product Insights**, Overland Park, Kan., reported gross income of $1,753,505 and net income of $35,264 on billings of $12,495,725. In 1982, it reported gross income of $2,157,786 and net income of $469,880 on billings of $17,350,919. Volume in 1983 consisted of $5,785,400 in media, $895,059 in materials and services and $5,815,266 in capitalized fees. In 1982, volume consisted of $8,989,340 in media, $1,159,827 in materials and services and $7,201,752 in capitalized fees. Accounts gained: Otasco, Scott Paper, McNeil, Pastificio. Lost: La Maur Inc. Billings breakdown: Newspapers 4%, magazines 16%, radio 4%, spot tv 18%, network tv 58%. Employes: 20. Top exec: Lewis Berey, president.
Phone: (913) 831-2772.

**Noble & Associates**, Springfield, Mo., reported gross income of $2,614,954 in 1983 on billings of $17,044,113. In 1982, it reported gross income of $2,478,749 on billings of $14,758,873. Volume in 1983 consisted of $8,950,893 in media, $1,541,872 in materials and services and $7,451,348 in capitalized fees. In 1982, volume consisted of $6,302,773 in media, $1,454,628 in materials and services and $7,001,472 in capitalized fees. Accounts gained: Amedco Steel, American National Property & Casualty Insurance, Campbell Soup new products, Land O'Lakes new products, Underwood foodservice, Accent foodservice, B&M Beans foodservice, Toastmaster, Tyson Gourmet Selection, Port Industry Group. Lost: Park Central Hospital; Stinger Sam Auto Parts. Billings breakdown: Newspapers 14%, magazines 19%, radio 4%, network tv 38%, spot tv 15%, outdoor 9%, other 1%. Employes: 70. Top execs: Robert B. Noble, president-ceo; Terry Fisher, John Morrison, Dennis Marlin, exec vps.

Phone: (417) 882-5050.

**Northlich, Stolley**, Cincinnati, reported gross income of $3,171,000 and net income of $220,000 in 1983 on billings of $21,150,000. In 1982, it reported gross income of $3,373,000 and net income of $200,000 on billings of $22,500,000. Volume in 1983 consisted of $1,520,000 in media, $366,000 in materials and services and $19,264,000 in capitalized fees. In 1982, volume consisted of $2,631,000 in media, $595,000 in materials and services and $19,274,000 in capitalized fees. Accounts gained: Steelcraft/American Standard, Buckhorn Inc., Fibre Glass-Evercoat, Management Design, Martinizing Dry Cleaning Stores, Patient Monitoring Systems/Merrell Dow, MicroStandard Technologies, Monarch Marking Systems/Pitney Bowes, Campbell Hausfeld/Scott Fetzer. Billings breakdown: Newspapers 18%, magazines 38%, radio 12%, spot tv 30%, outdoor 2%. Employes: 70 in three offices. Top execs: Alexander Stolley, president; William M. LaWarre, exec vp; John A. Kerley, Barry E. Raut, Charles W. Powers, senior vps.

Phone: (513) 421-8840.

**Paragon Advertising & PR**, Minneapolis, reported gross income of $4,113,000 in 1983 on billings of $28,417,000. In 1982, it reported gross income of $3,712,000 on billings of $24,754,000. Volume in 1983 consisted of $13,376,000 in media, $4,069,000 in materials and services and $10,972,000 in capitalized fees. In 1982, volume consisted of $12,348,000 in media, $4,175,000 in materials and services and $8,231,000 in capitalized fees. Accounts gained: Farm Credit Services, Health Central Inc., Industrial Fabrics Assn. International, International Multifoods (restaurant division), Lea Foods, Schweigert Brands. Lost: Bankers Areawide Advertising Program, Cub Foods, Downtown St. Paul, Mid-America Farms, Ringer Corp. Billings breakdown: Newspapers 9%, magazines 12%, radio 14%, network tv 6%, spot tv 37%, outdoor 10%, direct mail 2%, collateral 10%.Top execs: Trevor R. Gettelman, chairman; Robert L. Jones, president; Gary L. Vars, exec vp; Roland W. Comstock, Philip W. Hummel, senior vps.

Phone: (612) 835-3707.

**Penny/Ohlmann/Neiman**, Dayton, O., had estimated gross income of $1,509,456 in 1983 on billings of $9,613,000. Figures for 1982 were not provided. Volume in 1983 consisted of $5,491,000 in media, $200,000 in materials and services and $3,922,000 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 7%, supplements 2%, radio 26%, spot tv 16%, cable tv 1%, network tv 4%, outdoor 3%, business papers 4%, point of sale 12%, direct mail 4%, other 1%. Employes: 40. Top execs: Walter Ohlmann, president-ceo; Robert L. Penny, chairman; Ralph Neiman, exec vp.

Phone: (513) 278-0681.

**Quinlan Keene Peck & McShay**, Indianapolis, reported gross income of $3,007,239 in 1983 on billings of $8,097,084. In 1982, it reported gross income of $3,489,099 on billings of $9,866,146. Volume in 1983 consisted of $1,264,276 in media, $845,283 in materials and services and $5,987,525 in capitalized fees. In 1982, volume consisted of $1,414,612 in media, $949,788 in materials and services and $7,501,746 in capitalized fees. Accounts gained: American Synergy, Biosound, Brougher Agency Inc., Professional Design Insurance, Estridge Corp., Harry Levinson, John J. Madden Furniture, Radisson Plaza, Threaded Rod Co. Inc. Lost: Hyatt Regency. Billings breakdown: Newspapers 2%, magazines 5%, radio 4%, spot tv 3%, outdoor 1%, business papers 34%, point of sale 1%, collateral and special projects 50%. Top execs: John E. McShay, chairman; John C. McCaig, president.

Phone: (317) 546-4701.

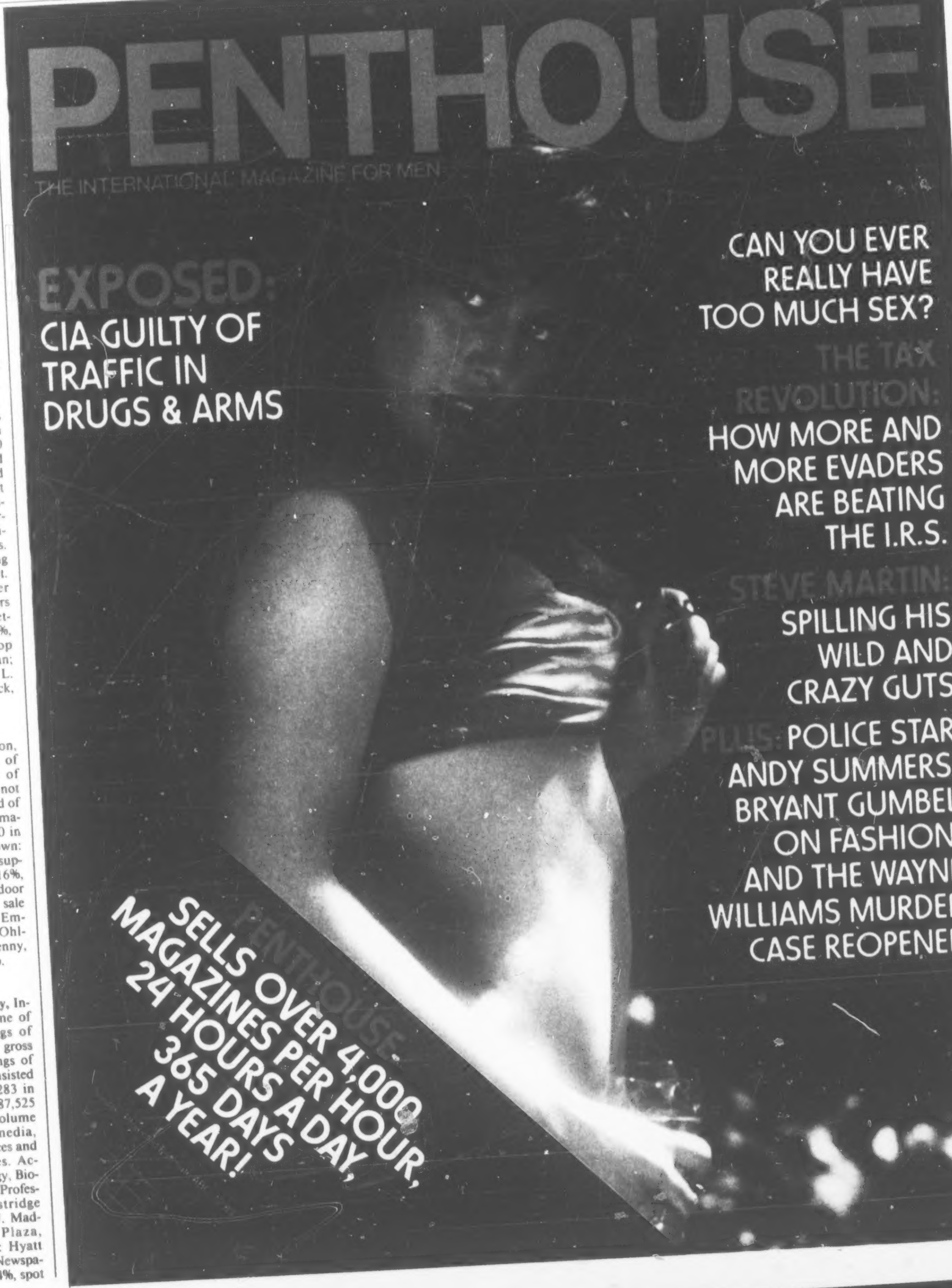
**Red Barron Inc.**, Minnetonka, Minn., reported gross income of $1,685,200 in 1983 on billings of $14,340,500. In 1982, it reported gross income of $1,334,500 on billings of $11,306,400. In non-U.S. contributions, it reported income of $5,800 in 1982 on billings of $38,300. Volume in 1983 consisted of $7,827,900 in media, $711,200 in materials and services and $5,801,400 in capitalized fees. In 1982, volume consisted of $5,994,100 in media, $623,600 in materials and services and $4,650,400 in capitalized fees. Accounts gained: Cybernetics Technology, Custom Systems. Lost: Kato Engineering, Sunds Defibrator. Billings breakdown: Magazines 22%, radio 9%, spot tv 69%. Employes: 36. Top execs: Barron B. Boe, president; Douglas G. Maxwell, chairman.

Phone: (612) 933-2040.

**Albert Jay Rosenthal & Co.**, Chicago, reported gross income of $4,770,000 in 1983 on billings of $31,800,000. In 1982, it reported gross income of $4,275,000 on billings of $28,500,000. Volume in 1983 consisted of $21,624,000 in media, $3,898,000 in materials and services and $6,278,000 in capitalized fees. In 1982, volume consisted of $19,095,000 in media, $3,388,650 in materials and services and $6,016,350 in capitalized fees. Accounts gained: Orval Kent Food Co. (retail and foodservice divisions), Riekes Crystal Co. (division of Alco Standard), Warhouse Club Inc., Ekco Products, Lindy's Food Products, Illinois Bronze, Albert Capraro Ltd., Prolon Products. Lost: Monogram Models, Butcher Boy Food Products. Billings breakdown: Newspapers 12%, magazines 26%, supplements 2%, radio 10%, network tv 4%, spot tv 33%, cable tv 2%, outdoor 2%, business papers 6%, transit 1%, point of sale 2%. Employes: 112 in two offices. Top execs: A.J. Rosenthal, president; N. Waldman, president, New York; S. Dordick, B. Lyman, exec vps; M. Haas, A. Lazarus, senior vps.

Phone: (312) 337-8070.

**Ross Advertising**, Peoria, Ill., reported gross income of $1,128,622 and net income of $249,786 in 1983 on billings of $8,764,448. In 1982, it reported gross income of $1,205,929 and net income of $247,521 on billings of $9,193,553. Volume in 1983 consisted of $1,600,000 in media, $1,028,708 in materials and services and $6,135,740 in capitalized fees. In 1982, volume consisted of $1,450,000 in media, $883,198 in materials and services and $6,860,355 in capitalized fees. Accounts gained: Quincy Compressor, Balderson Inc., Barber-Greene, Thompson Food Basket, Batterlite Whitlock. Billings breakdown: Newspapers 10%, magazines 5%, radio 5%,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STEVE MARTIN: SPILLING HIS WILD AND CRAZY GUTS
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## Gross income of $1,000,000 to $5,000,000

spot tv 10%, outdoor 1%, business papers 25%, farm publications 10%, point of sale 9%, direct mail 25%. Employes: 27. Top execs: A. Wayne Flittner, president; Ken Westerdale, exec vp.

Phone: (309) 691-4436.

**Chuck Ruhr Advertising**, Minneapolis, reported gross income of $2,820,000 in 1983 on billings of $22,790,900. In 1982, it reported gross income of $2,512,000 on billings of $21,300,000. Volume in 1983 consisted of $12,730,300 in media, $1,642,400 in materials and services and $8,418,200 in capitalized fees. In 1982, volume consisted of $10,650,000 in media, $1,430,000 in materials and services and $9,220,000 in capitalized fees. Accounts gained: Benson Optical, Deluce Check Printers, Metropolitan Medical Center, United Hospital Inc., Varitronic Systems. Lost: Industrial Credit-division of ITT. Billings breakdown: Newspapers 7%, magazines 8%, radio 4%, spot tv 43%, network tv 16%, outdoor 3%, farm publications 1%, direct mail 2%, other 16%. Employes: 40. Top execs: Charles F. Ruhr, president.

Phone: (612) 546-4323.

**Ken Schmidt Co.**, Milwaukee, reported gross income of $1,300,000 in 1983 on billings of $8,025,200. In 1982, it reported gross income of $1,325,500 on billings of $8,188,800. Volume in 1983 consisted of $4,420,000 in media, $1,877,000 in materials and services and $1,728,200 in capitalized fees. In 1982, volume consisted of $4,509,800 in media, $1,915,800 in materials and services and $1,763,200 in capitalized fees. Accounts gained: E.R. Squibbs & Sons animal health division, Jacobsen, Agrimerica, Andis Co., Hopkins. Lost: Centralab Inc. Billings breakdown: Magazines 25%, radio 15%, spot tv 15%, farm publications 45%. Employes: 22. Top execs: Kenneth W. Schmidt, president; Cecil M. Hunt, exec vp.

Phone: (414) 224-0210.

**J.I. Scott Co.**, Grand Rapids, Mich., reported gross income of $1,730,000 in 1983 on billings of $11,539,100. Its net income last year was $342,000. In 1982, it had gross income of $1,540,000 on billings of $10,211,000. The agency did not supply a volume breakdown for either year. Accounts gained: Allied Hardware Services, Champion Spark Plugs (projects), Emerson-Cuming division of W. R. Grace Co., Werner LeHara Inc. Lost: Aerovent Fan & Equipment. Employes: 38. Top exec: James I. Scott, president.

Phone: (616) 458-7000.

**Shaffer/MacGill & Associates**, Chicago, reported gross income of $1,415,518 in 1983 on billings of $8,881,839. In 1982, it reported gross income of $1,254,892 on billings of $7,392,035. Volume in 1983 consisted of $4,305,648 in media, $1,085,333 in materials and services and $3,490,858 in capitalized fees. In 1982, volume consisted of $3,520,563 in media, $1,028,752 in materials and services and $2,842,720 in capitalized fees. Accounts gained: BW 10 Minute Oil Service; Fujitsu America Inc., components div.; Liquid Controls; TEK International. Billings breakdown: Newspapers 25%, magazines 5%, radio 15%, spot tv 25%, outdoor 2%, business papers 28%. Employes: 32. Top exec: Jerome B. Shaffer, president.

Phone: (312) 467-0920.

**Shaker Advertising**, Oak Park, Ill., had estimated gross income of $1,711,188 in 1983 on billings of $11,407,923. In 1982, it had estimated gross income of $1,650,885 on billings of $11,005,903. Volume in both years was all in media. Accounts lost: None. Billings breakdown: Newspapers 80%, magazines 10%, radio 5%, spot tv 2%, outdoor 1%, business papers 1%, farm publications 1%. Employes: 50 in two offices. Top exec: Joseph R. Shaker, president.

Phone: (312) 383-5320.

**Simons Michelson Zieve**, Troy, Mich., reported gross income of $3,100,000 in 1983 on billings of $17,365,000. In 1982, it reported gross income of $2,760,000 on billings of $15,100,000. Volume in 1983 consisted of $12,460,000 in media, $1,435,000 in materials and services and $3,470,000 in capitalized fees. In 1982, volume consisted of $10,958,000 in media, $1,250,000 in materials and services and $2,892,000 in capitalized fees. Accounts gained: A V Computer Graphics; Henry K Chocolates; RAO Wholesale Tires/Metro 25. Lost: Ziebart Rustproofing Co. Billings breakdown: Newspapers 19%, magazines 11%, radio 19%, spot tv 27%, outdoor 18%, transit 3%, point of sale 2%, direct mail 1%. Employes: 55. Top execs: Morton Zieve, chairman; James A. Michelson, president; Evelyn J. Keller, exec vp.

Phone: (313) 649-5600.

**Smith, Kaplan, Allen & Reynolds**, Omaha, reported gross income of $1,383,942 in 1983 on billings of $9,226,285. In 1982, it reported gross income of $1,353,144 on billings of $9,020,961. Volume in 1983 consisted of $6,556,760 in media, $1,230,633 in materials and services and $1,438,892 in capitalized fees. In 1982, volume consisted of $5,212,956 in media, $2,543,450 in materials and services and $1,264,555 in capitalized fees. Accounts gained: Homer's, Records & Tapes, New Image Furniture, Execulines of America, Executone of Nebraska KEFM. Lost: American Popcorn Co., Guarantee Mutual Life Insurance. Billings breakdown: Newspapers 10%, magazines 13%, radio 15%, network tv 5%, spot tv 30%, outdoor 5%, transit 1%, business papers 3%, point of sale 2%, direct mail 1%, other 15%. Employes: 38. Top execs: H. Wayne Smith, president; Ronald N. Kaplan, exec vp.

Phone: (402) 330-0110.

**Starmark Inc.**, Chicago, reported gross income of $1,151,500 in 1983 on billings of $7,472,200. In 1982, it reported gross income of $732,250 on billings of $4,723,100. Volume in 1983 consisted of $2,450,000 in media, $620,000 in materials and services and $4,402,200 in capitalized fees. In 1982, volume consisted of $1,375,000 in media, $480,000 in materials and services and $2,868,100 in capitalized fees. Accounts gained: Access Telecom, Chemplex Co., ITW/Fastex, Holoubek, Qwint Systems. Lost: Tidy Car. Billings breakdown: Newspapers 6%; magazines 32%, supplements 3%, radio 5%, spot tv 7%, outdoor 2%, transit 5%, business papers 20%, point of sale 2%, direct mail 12%, other 6%. Employes: 21. Top execs: Peggy Nordeen, president; Dan L. Estes, exec vp; Matthew P. Geyer, vp.

Phone: (312) 922-3388.

**Stephan & Brady**, Madison, Wis., reported gross income of $2,096,912 in 1983 on billings of $15,364,230. In 1982, it reported gross income of $2,020,145 on billings of $15,155,640. Volume in 1983 consisted of $4,165,876 in media, $1,311,118 in materials and services and $9,887,236 in capitalized fees. In 1982, volume consisted of $4,059,577 in media, $1,305,843 in materials and services and $9,790,220 in capitalized fees. Accounts gained: Associated Bank Corp. Lost: Research Products. Billings breakdown: Newspapers 23%, magazines 8%, supplements 1%, radio 6%, spot tv 20%, outdoor 1%, business papers 22%, farm publications 2%, direct mail 7%, other 10%. Employes: 41. Top execs: Hugh Brady, chairman-ceo; Jack Ragel, president-chief operating officer; Frank Fueger, senior vp.

Phone: (608) 241-4141.

**Stern Advertising**, Pepper Pike, O., had estimated gross income of $3,600,000 in 1983 on billings of $24,000,000. In 1982, it had estimated gross income of $2,850,000 on billings of $19,000,000. Volume in both years was all in media. Accounts gained: McDonald's Restaurants, Cole National, Bobbi Gee, J.B. Robinson Jewelers, Forrest City. Lost: None. Billings breakdown: Newspapers 15%, magazines 12%, radio 30%, spot tv 40%, outdoor 1%, transit 1%, direct mail 1%. Employes: 54 in two offices. Top execs: Nelson Stern, chairman; William J. Stern, president; Bruce M. Stern, exec vp; James S. Cohan, senior vp.

Phone: (216) 464-4850.

**Stern Walters/Earle Ludgin**, Chicago, a subsidiary of Ted Bates Co., reported gross income of $4,021,072 in 1983 on billings of $31,519,581. In 1982, it reported gross income of $4,615,782 on billings of $35,422,641. Volume in 1983 consisted of $18,158,336 in media, $1,997,787 in materials and services and $11,363,458 in capitalized fees. In 1982, volume consisted of $20,569,230 in media, $2,554,785 in materials and services and $12,298,626 in capitalized fees. Accounts gained: Elaky Mfg., American Hospital Assn., Arby's Chicago, Hosiery Mate. Lost: Sealey Inc., Dollar Rent-A-Car. Billings breakdown: Newspapers 6%, magazines 17%, radio 33%, network tv 28%, spot tv 7%, outdoor 1%, business papers 8%. Employes: 68 in two offices. Top execs: Gerald J. Stern, chairman; W. Laurence Weltin, president; William J. Lowney, vice-chairman; Vera M. McRae and Ira Brichta, exec vps; Willard Isenberg, exec vp, West Coast; Eileen M. Healey, senior vp.

Phone: (312) 642-4990.

**Stolz Advertising**, St. Louis, reported gross income of $1,952,242 in 1983 on billings of $12,367,931. In 1982, it reported gross income of $1,857,594 on billings of $11,466,633. Volume in 1983 consisted of $8,023,344 in media, $1,571,181 in materials and services and $2,773,406 in capitalized fees. In 1982, volume consisted of $7,610,055 in media, $1,182,255 in materials and services and $2,674,323 in capitalized fees. Accounts gained: Sunfield Foods, Six Flags Over Mid-America, Bill Marre Inc., Lazy Bones Shoes (Juvenile Shoe Corp.), Monetary Transfer Systems Inc., Strout Realty Inc. Lost: Plaza Motor Co. Billings breakdown: Newspapers 4%, magazines 3%, radio/spot tv 78%, outdoor 4%, business papers 5%, transit 1%, point of sale 5%. Employes: 48 in four offices. Top execs: John F. Eyler, chairman; Glennon D. Jamboretz, president; Marvin Gold, exec vp.

Phone: (314) 863-0005.

**Stone, August & Co.**, Birmingham, Mich., reported gross income of $1,620,000 in 1983 on billings of $10,200,482. In 1982, it reported gross income of $1,221,000 on billings of $7,348,090. Volume in 1983 consisted of $6,826,590 in media, $787,000 in materials and services and $2,586,892 in capitalized fees. In 1982, volume consisted of $3,126,167 in media, $623,565 in materials and services and $3,598,358 in capitalized fees. Accounts gained: Detroit Symphony Orchestra, Frank's Nursery and Crafts, Mercury Paint, Weight Watchers of Upper Midwest, Weight Watchers of Fort Worth, Weight Watchers of South Texas. Lost: Tyfield Distributors, Wm. C. Roney Inc. Billings breakdown: Newspapers 48%, radio 18%, spot tv 24%, business papers 1%, other 9%. Employees: 28. Top execs: Ronald Stone, chairman; James August, president; Norman Prady, exec vp.

Phone: (313) 646-9200.

**Stone & Simons Advertising**, Southfield, Mich., reported gross income of $2,172,174 in 1983 on billings of $13,[illegible]40,800. In 1982, it reported gross income of $2,062,547 on billings of $12,332,680. Volume in 1983 consisted of $9,386,809 in media, $1,230,930 in materials and services and $2,523,061 in capitalized fees. In 1982, volume consisted of $8,857,357 in media, $1,108,440 in materials and services and $2,366,883 in capitalized fees. Accounts gained: Leather Loft. Billings breakdown: Newspapers 14%, magazines 8%, radio 27%, spot tv 24%, network tv 26%, transit 1%. Employes: 32. Top execs: Charles G. Stone, chairman-president; Robert Sorock, exec vp.

Phone: (313) 358-4800.

**Sullivan, Higdon & Sink**, Wichita, Kan., reported gross income of $1,541,083 and net income of $58,300 in 1983 on billings of $10,769,084. In 1982, it reported gross income of $1,324,672 and net income of $40,571 on billings of $8,625,760. Volume in 1983 consisted of $2,672,589 in media, $1,615,536 in materials and services and $6,480,959 in capitalized fees. In 1982, volume consisted of $2,638,434 in media, $1,428,114 in materials and services and $4,559,212 in capitalized fees. Accounts gained: Acra-Plant Sales, Eye Clinic of Wichita, El Dorado Motor Corp., Great Plains Health Alliance, Health Care Plus, Health Strategies, Krauss-Maffei Corp., MegaByte, Medspace, Smith Tool, Wesley Endowment Foundation. Lost: Camp Systems, Citizens State Bank, Friends University, Hilton Inn East, Koch Fiberglass, Mulvane State Bank, Liberty Federal S&L, Southwest Federal S&L, TransAmerican Investment Properties, Wichita Visitors Bureau. Billings breakdown: Newspapers 7%, magazines 54%, radio 2%, spot tv 2%, outdoor 1%, business papers 30%, farm publications 4%. Employes: 32. Top execs: Wendell R. Sullivan, Allan K. Higdon and B. Vaughn Sink.

Phone: (316) 263-0124.

**Don Tennant Co.**, Chicago, reported gross income of $3,730,000 in 1983 on billings of $35,500,770. In 1982, it reported gross income of $2,607,000 on billings of $24,003,000. Volume in 1983 consisted of $32,589,000 in media, $2,578,270 in materials and services and $333,500 in capitalized fees. In 1982, volume consisted of $18,261,000 in media, $3,008,000 in materials and services and $2,734,000 in capitalized fees. Accounts gained: Ralston Purina Co.-Praise dog food, Donkey-Kong cereal, Donkey Kong Jr. cereal. Billings breakdown: Newspapers 1%, magazines 4%, radio 2%, spot tv 24%, network tv 68%, other 1%. Employes: 40. Top execs: Don Tennant, chairman; Roland Waller, vice-chairman; Thomas Prchal, president; Denis Naylor, exec vp.

Phone: (312) 644-4600.

**Vinyard & Lee & Partners**, St. Louis, reported gross income of $1,453,000 in 1983 on billings of $10,100,000 with net income of $140,000. In 1982, it reported gross income of $1,212,000 on billings of $7,001,000 with net income of $125,000. Volume in 1983 consisted of $4,200,000 in media, $2,500,000 in materials and services and $3,400,000 in capitalized fees. In 1982, volume consisted of $3,500,000 in media, $1,500,000 in materials and services and $2,001,000 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 40%, supplements 5%, radio 10%, spot tv 35%, outdoor 2%, point of sale 1%, direct mail 2%. Employes: 27. Top execs: Richard R. Vinyard, chairman, Richard S. Carney, president; Steven Nollau, exec vp.

Phone: (314) 993-8080.

**Waldbillig & Besteman**, Madison, Wis., reported gross income of $1,486,780 in 1983 on billings of $11,751,010. In 1982, it reported gross income of $1,308,097 on billings of $9,887,436. Volume in 1983 consisted of $2,138,862 in media, $1,582,335 in materials and services and $8,029,813 in capitalized fees. In 1982, volume consisted of $1,830,116 in media, $1,379,670 in materials and services and $6,667,650 in capitalized fees. Accounts gained: AAA of Wisconsin, American United Real Estate, Jung Seed Co., DiVall Investment, Wisconsin Department of Agriculture, Connor-Forest Industries, Sassafras Ltd./Karen Co. Lost: Wisconsin Dairies Cooperative, Advanced Dental Concepts. Billings breakdown: Newspapers 15%, magazines 4%, radio 15%, spot tv 10%, outdoor 2%, business papers 15%, farm publications 3%, point of sale 4%, direct mail 7%, other 25%. Employes: 34. Top execs: William J. Waldbillig, president; Robert H. Besteman, exec vp.

Phone: (608) 238-4767.

**Wardrop, Murtaugh, Temple & Frank,** Chicago, reported gross income of $1,710,000 in 1983 on billings of $11,400,000. In 1982, it reported gross income of $1,502,000 on billings of $10,017,000. Volume in 1983 consisted of $5,900,000 in media, $4,286,060 in materials and services and $1,213,940 in capitalized fees. In 1982, volume consisted of $5,200,000 in media, $3,963,000 in materials and services and $854,000 in capitalized fees. Accounts gained: Handy Andy Home Improvement Centers, Paddock Publications, Civic Center for Performing Arts. Lost: Donald Bruce & Co. Billings breakdown: Newspapers 11%, magazines 21%, radio 22%, spot tv 16%, business papers 22%, direct mail 6%, other 2%. Employes: 20. Top execs: Jack Wardrop, president; Philip Murtaugh, exec vp.

Phone: (312) 236-2321.

**West, Gentry & Morris**, Rockford, Ill., reported gross income of $1,810,614 in 1983 on billings of $7,567,575. In 1982, it reported gross

## *Agency Q&A*

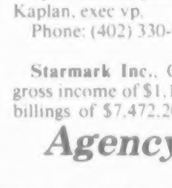
# Q: Will foreign agency ownership in the U.S. increase this year?

**Answer**: Yes. I do believe that foreign agency ownership in the United States will increase this year and in the years to come.

As I have said on a number of occasions, advertising is no longer only a U.S. business.

Good advertising people are doing superb work all over Western Europe and Southeast Asia. They no longer look to the United States solely for leadership and ideas.

It is most likely that the truly large and great international agencies of the '80s and '90s will be "joint ventures" between American agencies and European agencies (even perhaps Australian agencies.).



**Sloves**

Witness the Saatchi & Saatchi acquisition mode and the interest of the French agency, Eurocom, in an American agency.

I see this as a wonderful opportunity for the agency business not only in terms of new ideas here in the U.S. but also because of the increased international quality of our business.

**Marvin Sloves**
chairman
Scali, McCabe, Sloves
New York

income of $1,418,007 on billings of $4,775,460. Volume in 1983 consisted of $2,800,000 in media, $428,160 in materials and services and $4,339,415 in capitalized fees. In 1982, volume consisted of $1,429,000 in media, $224,900 in materials and services and $3,121,560 in capitalized fees. Accounts gained: Barnes Drill Co., Auto Werks, Lou Bochrodt Chevrolet, Hartzog Aviation, CardioCare division of Medtronic, Joseph Behr Co., Larson & Darby, Rockford Memorial Hospital, Rogers & Clark Mfg. Lost: Federal Cos., The Bedroom, Dyna Technologies. Billings breakdown: Newspapers 10%, magazines 60%, radio 10%, spot tv 10%, outdoor 4%, direct mail 6%. Employes: 18. Top execs: Robert A. West, president; William Morris, exec vps.

Phone: (815) 968-5552.

**Yaffe Berline**, Southfield, Mich., reported gross income of $1,481,134 in 1983 on billings of $10,061,371. In 1982, it reported gross income of $1,613,366 on billings of $11,952,244. Volume in 1983 consisted of $5,696,348 in media, $820,585 in materials and services and $3,544,438 in capitalized fees. In 1982, volume consisted of $7,088,740 in media, $1,223,405 in materials and services and $3,640,099 in capitalized fees. Figures for subsidiary, The Support Group, are included in the over-all agency total. Accounts gained: WJBK-TV, Michigan Panthers, Orthodontic Treatment Centers, Ticket World, Diamond Mortgage Corp., A.J. Obie Associates. Lost: Michigan State Lottery. Billings breakdown: Newspapers 21%, magazines 2%, radio 32%, spot tv 38%, outdoor 7%. Employes: 23. Top execs: Fred Yaffe, chairman; Robert A. Popa, senior vp.

Phone: (313) 552-7800.

**Yellow Pages Marketing Services**, Mequon, Wis., reported gross income of $3,019,000 in 1983 on billings of $20,136,000. In 1982, it reported gross income of $2,013,000 on billings of $13,430,000. The agency did not supply a volume breakdown. The agency added 48 accounts and lost six. Billings breakdown: Yellow Pages 100%. Employes: 48 in eight offices. Top execs: T. F. Scannell Jr., chairman-ceo; R.C. Miller, president; H.B. Harper, R.B.Kennedy, D.J. Madison, R.N. Magnolia, J. F. Ponce, K. L. Smith, M. G. Young, D.A. Zimmel, vps.

Phone: (414) 241-8600.

**Zechman & Associates**, Chicago, reported gross income of $1,666,000 in 1983 on billings of $10,780,000 with net income of $283,000. In 1982, it reported gross income of $1,093,000 on billings of $7,059,000 with net income of $201,000. Volume in 1983 consisted of $6,665,000 in media, $1,874,000 in materials and services and $2,241,000 in capitalized fees. In 1982, volume consisted of $3,545,000 in media, $1,380,000 in materials and services and $2,134,000 in capitalized fees. Accounts gained: Swift & Co., Seaboard Seed, Strombecker Corp., WJBK-TV, WPDS-TV, WLAK-FM 94 Radio, Chas. A. Stevens. Lost: Carson Pirie Scott & Co., WKQX Radio. Billings breakdown: Newspapers 4%, magazines 18%, radio 31%, spot tv 48%, transit 2%, other 4%. Employes: 15. Top execs: Jan E. Zechman, president; Phillip D. Davis Jr., senior vp.

Phone: (312) 346-0551.

**Zwiren & Wagner**, Chicago, had estimated gross income of $2,280,000 in 1983 on billings of $15,200,000. In 1982, it had estimated gross income of $1,095,000 on billings of $7,300,000. Volume for both years was all in media. Accounts gained: Jovan, Powercard/USA, U.S. Equities. Lost: None. Billings breakdown: Newspapers 10%, magazines 10%, supplements 5%, radio 5%, network tv 20%, spot tv 20%, cable tv 5%, outdoor 5%, transit 5%, business papers 5%, point of sale 5%, direct mail 5%. Employes: 21. Top execs: Jan Zwiren, chairman; John E. Wagner, president; Mary Koelle, exec vp; Vince Copp, Irene Wilson, vps.

Phone: (312) 280-8400.

## Southern region

W. Va.
Virginia
Kentucky
N. Carolina
Tennessee
S. Carolina
Oklahoma
Arkansas
Georgia
Miss.
Alabama
Texas
Louisiana
Florida

**Ackermann & McQueen**, Oklahoma City, reported gross income of $3,316,562 in 1983 on billings of $22,754,070. In 1982, it reported gross income of $2,636,181 on billings of $17,583,327. Volume in 1983 consisted of $8,786,322 in media, $2,450,032 in materials and services and $11,517,716 in capitalized fees. In 1982, volume consisted of $6,962,647 in media, $2,087,009 in materials and services and $8,533,671 in capitalized fees. Accounts gained: Shawnee Milling; First City Place, United American Insurance; Oklahoma State Tourism & Recreation, Sheraton Capitol Place; Sheraton Greensboro, Monterey Sheraton; American Airlines Recruiting. Lost: 7-Eleven Stores; Oklahoma City Tourism & Recreation. Billings breakdown: Newspapers 7%, magazines 42%, radio 15%, spot tv 23%, outdoor 2%, business papers 11%. Employes: 67. Top execs: Ray Ackerman, chairman; Angus McQueen, exec vp; Bruce Anderson, senior vp.

Phone: (405) 843-9451.

**Advertising Inc.**, Tulsa, reported gross income of $3,235,747 in 1983 on billings of $21,582,432. In 1982, it reported gross income of $3,194,461 on billings of $21,275,512. Volume in 1983 consisted of $8,956,367 in media, $4,396,102 in materials and services and $8,229,963 in capitalized fees. In 1982, volume consisted of $9,009,678 in media, $3,283,599 in materials and services and $8,982,235 in capitalized fees. Accounts gained: Thrifty Rent-A-Car Systems, Oil & Gas Group of Combustion Engineering, Magnaflux Pipeline Services, *Oil & Gas Journal*, Tulsa Properties, Maxim Construction, SWLG Corp., Tulsa Excelsior, Dans Un Jardin, Day/Yadan/Struber, The Timbercrest Cos. Lost: Centrilift-Hughes, Crane Carrier. Billings breakdown: Newspapers 4%, magazines 4%, radio 15%, spot tv 51%, cable tv 5%, outdoor 3%, business papers 16%, point of sale 1%, direct mail 1%. Employes: 71. Top execs: Tom Tripp, chairman; Bob Daily, president.

Phone: (918) 747-8871.

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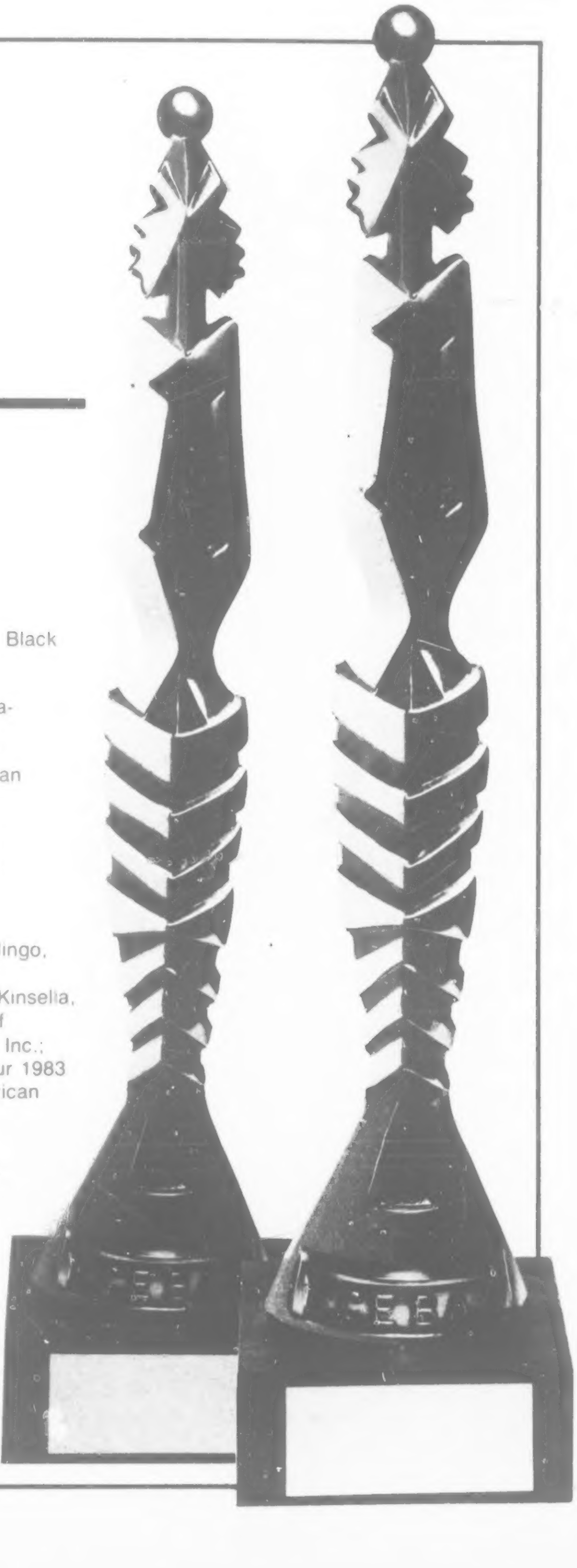

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First presented in 1978, the CEBA Awards will again this year acknowledge those who exhibit advertising excellence to the $150 billion African-American market.

This year's CEBA Co-Chairmen, Frank L. Mingo, Chairman, and Chief Operating Officer of Mingo-Jones Advertising, Inc. and John J. Kinsella, Chairman of the Board, President and Chief Executive Officer of Leo Burnett Company, Inc.; and the CEBA staff invite you to submit your 1983 creative efforts directed to the African-American consumer market.

We look forward to your participation, and wish you good luck! This may be your year to win.
Watch for the gold brochure which will be mailed to you soon.

The deadline for entries is May 1, 1984.

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Linda W. Bowie, Executive Director
10 Columbus Circle, New York, NY 10019
(212) 586-1771

# Gross income of $1,000,000 to $5,000,000

**Arnold Harwell McClain & Associates**, Dallas, reported gross income of $1,351,302 in 1983 on billings of $9,013,178. In 1982, it reported gross income of $1,288,851 on billings of $8,596,636. Volume in 1983 consisted of $888,877 in media, $1,417,958 in materials and services and $6,706,345 in capitalized fees. In 1982, volume consisted of $1,670,973 in media, $1,541,331 in materials and services and $5,384,332 in capitalized fees. Accounts gained: Texas Utilities Electric Co., Union Station. Lost: Murray Cos., Holly Corp., Continuum Co. Billings breakdown: Newspapers 25%, magazines 7%, radio 17%, spot tv 48%, outdoor 3%. Employes: 26. Top execs: George L. Arnold, president-ceo; Barbara Harwell, chairman; Martha McClain, exec vp-chief financial officer; Robert W. Foster, chief operating officer; William M. McGee, senior vp.

Phone: (214) 521-6400.

**Gordon Bailey & Associates**, formerly Food Fundamentals, Stone Mountain, Ga., reported gross income of $1,320,996 in 1983 on billings of $10,977,439. In 1982, it reported gross income of $1,073,156 on billings of $8,158,149. Volume in 1983 consisted of $1,504,604 in media, $749,129 in materials and services and $8,723,706 in capitalized fees. In 1982, volume consisted of $1,095,615 in media, $250,499 in materials and services and $6,812,035 in capitalized fees. Accounts gained: Frito-Lay, Continental Carlisle. Lost: None. Billings breakdown: Business papers 80%, point of sale 10%, direct mail 10%. Employes: 20 in three offices. Top execs: Gordon R. Bailey, chairman-president; Al Schoelles, exec vp.

Phone: (404) 296-2777.

**Bauerlein Inc.**, New Orleans, reported gross income of $1,918,406 in 1983 on billings of $13,200,455 In 1982, it reported gross income of $1,587,164 on billings of $11,061,110. Volume in 1983 consisted of $4,920,192 in media, $1,722,259 in materials and services and $6,558,004 in capitalized fees. In 1982, the agency's volume consisted of $4,373,033 in media, $1,264,329 in materials and services and $5,423,748 in capitalized fees. Accounts gained: Baton Rouge Bank, Delta Transload, Evangeline Downs, Estes Cadillac/Rolls Royce, L.A. Department of Commerce & Industry, National Medical Enterprises, Plantation Business Campus, Windsor Court Hotel. Lost: Greater New Orleans Tourist Commission, Paramount Pictures Corp., Resource Management Inc. Billings breakdown: Newspapers 24%, magazines 20%, radio 18%, network tv 32%, outdoor 6%. Employes: 35. Top execs: Eugene Barnes, president; Kenneth Gormin, chairman.

Phone: (504) 522-5461.

**Louis Benito Advertising**, Tampa, reported gross income of $2,730,000 in 1983 on billings of $19,199,000. In 1982, it reported gross income of $2,310,000 on billings of $15,406,000. Volume in 1983 consisted of $15,200,000 in media, and $3,999,000 in capitalized fees. In 1982, volume consisted of $11,941,000 in media, and $3,465,000 in capitalized fees. Accounts gained: McDonald's Restaurants (Orlando & Jacksonville), Clairson International. Lost: Girard Jewelers, J.P. Hotels. Billings breakdown: Newspapers 23%, magazines 13%, radio 18%, spot tv 34%, outdoor 5%, business papers 3%, direct mail 4%. Employes: 69 in three offices. Top execs: Jack Painter, chairman-president; Ken Bernhardt, exec vp; Duke Miller, senior vp.

Phone: (813) 877-8200.

**Bowes/Hanlon Advertising**, Atlanta, reported gross income of $1,569,402 in 1983 on billings of $10,562,029. In 1982, it reported gross income of $779,435 on billings of $5,198,807. Volume in 1983 consisted of $3,673,202 in media, $2,050,609 in materials and services and $4,838,218 in capitalized fees. In 1982, volume consisted of $868,080 in media, $903,613 in materials and services and $3,427,114 in capitalized fees. Accounts gained: Big Apple Food Warehouse, Charter Medical Corp., Ciba Vision Care (additional assignments), Fickling & Walker Insurance Services. Lost: Vaughan Merlyn Corp. Billings breakdown: Newspapers 15%, magazines 15%, radio 20%, spot tv 20%, outdoor 1%, business papers 10%, point of sale 10%, direct mail 5%, other 4%. Employes: 18. Top execs: Kenneth E. Bowes, president; George R. Hanlon, exec vp.

Phone: (404) 261-1900.

**Caravetta Allen Kimbrough/BBDO**, Coral Gables, Fla., a BBDO subsidiary, reported gross income of $1,635,792 in 1983 on billings of $10,910,732. In 1982, it reported gross income of $1,637,946 on billings of $10,925,103. Volume in 1983 consisted of $7,619,257 in media, $2,353,673 in materials and services and $937,802 in capitalized fees. In 1982, volume consisted of $8,875,385 in media and $2,049,718 in materials and services. Accounts gained: Premier Cruise Lines. Lost: Scandinavia Cruise Lines. No billings breakdown was provided. Employes: 30. Top exec: John L. Kimbrough, president.

Phone: (305) 448-4741.

**Caraway Kemp Communications**, Jacksonville, Fla., reported gross income of $1,523,300 in 1983 on billings of $15,813,450. In 1982, it reported gross income of $1,500,000 on billings of $15,273,610. Volume in 1983 consisted of $12,102,160 in media, $1,103,320 in materials and services and $2,607,970 in capitalized fees. In 1982, volume consisted of $11,801,320 in media, $891,000 in materials and services and $2,581,290 in capitalized fees. Accounts gained: Prucare, Paramount Pictures Corp., Strokes & Co., Ryan Homes, 1st Sun Development Corp., Burgman Industries Group, Thigpen Distributors, May Cohens, Media General Broadcast Services, Gate Petroleum, Gate Lands Co., The Florida Companies, W.L. Sutton Co., Computer Resources Center, Irvington Moore Div., U.S. Natural Resources, Methodist Hospital. Lost: Argyle Forest, Property Services, Phillips Highway Auto Dealers. Billings breakdown: Newspapers 22%, magazines 15%, radio 10%, spot tv 26%, outdoor 12%, business papers 15%. Employes: 41. Top execs: William D. Kemp Jr., president; John E. Caraway, chairman; Thomas C. Evans, senior vp.

Phone: (904) 335-1505.

**Cole Henderson Drake**, Atlanta, reported gross income of $1,082,280 in 1983 on billings of $7,648,752. In 1982, it reported gross income of $918,878 on billings of $5,672,084. Volume in 1983 consisted of $6,142,538 in media, $1,072,664 in materials and services and $433,550 in capitalized fees. In 1982, volume consisted of $3,793,255 in media, $1,620,700 in materials and services and $258,129 in capitalized fees. Accounts gained: Home Lines Cruises, MacGregor Golf Co., The Ritz-Carlton Hotel Co., JP Hotels. Lost: Monarch Plaza Office Building, Uniflex Corp., Tucker Federal S&L. Billings breakdown: Newspapers 12%, magazines 22%, supplements 6%, radio 8%, spot tv 8%, cable tv 12%, outdoor 2%, business papers 14%, point of sale 2%, direct mail 8%, other 6%. Employes: 25. Top execs: Richard Henderson, chairman; John Drake, president; James P. Cole, exec vp.

Phone: (404) 237-0057.

**Craig, Lamm, Hensley & Alderman**, Houston, reported gross income of $2,080,280 and net income of $57,722 in 1983 on billings of $13,868,532. In 1982, it reported gross income of $2,477,354 and net income of $72,700 on billings of $16,523,951. Volume in 1983 consisted of $3,695,144 in media, $2,841,128 in materials and services and $7,332,260 in capitalized fees. In 1982, volume consisted of $4,520,784 in media, $4,520,123 in materials and services and $7,483,044 in capitalized fees. Figures include those of subsidiary Hill Audio-Visual Productions. Accounts gained: American Teleprocessing, Alfred Conhagen of Texas, Bakerline, Danze & Davis, Southwestern Camera, United Savings of Texas. Lost: Butterworth, Galleria Bank, Gundle Lining Systems, Holt Machinery, Suntan Research. Billings breakdown: Newspapers 13%, radio 8%, outdoor 2%, business papers 76%, other 1%. Employes: 37. Top execs: Douglas S. Craig, chairman; Donald C. Lamm, president.

Phone: (713) 621-2680.

**DeBruyn-Rettig**, El Paso, Tex., reported gross income of $1,156,280 in 1983 on billings of $7,712,385. In 1982, it reported gross income of $1,136,675 on billings of $7,199,803. Volume in 1983 consisted of $1,506,648 in media, $1,025,963 in materials and services and $5,179,774 in capitalized fees. In 1982, volume consisted of $1,152,920 in media, $1,001,195 in materials and services and $5,045,688 in capitalized fees. Accounts gained: Wrangler Boots, Futurama, Alamogordo Federal Savings, Adams Plastics. Lost: Laramie Boots, Hondo Boots. Billings breakdown: Newspapers 10%, magazines 14%, radio 8%, spot tv 16%, outdoor 1%, direct mail 1%, other 50%. Employes: 27. Top execs: Erich R. deBruyn, president; Henry Rettig, Stafford Werner, vps.

Phone: (915) 532-4117.

**Doe-Anderson Advertising**, Louisville, Ky., reported gross income of $3,679,039 in 1983 on billings of $27,258,338. In 1982, it reported gross income of $3,068,787 on billings of $23,066,332. Volume in 1983 consisted of $12,287,340 in media, $2,969,340 in materials and services and $12,001,658 in capitalized fees. In 1982, volume consisted of $11,131,945 in media, $2,026,942 in materials and services and $9,907,445 in capitalized fees. Accounts gained: Bird Inc., McDonald's-Evansville, PDW Computer System, Ryobi America Corp., Roklan Corp., FireKing International. Lost: Hotwork, Roklan Corp., Roadmaster. Billings breakdown: Newspapers 10%, magazines 44%, radio 16%, spot tv 7%, outdoor 2%, business papers 21%. Employes: 70. Top execs: Robert S. Allison, president; James S. Lindsey, Philip D. Payne, exec vps.

Phone: (502) 589-1700.

**Enslin & Hall**, Tampa, Fla., reported gross income of $2,160,870 in 1983 on billings of $14,328,000. No figures were reported for 1982 and no volume breakout was provided. Accounts gained: Wendy's International, Florida Interchange Group, First Fidelity, Hilton at Walt Disney World, Penner Financial, Younger's Beer. Lost: NCNB National Bank, Clairson International. Billings breakdown: Newspapers 25%, magazines 8%, radio 25%, spot tv 27%, outdoor 15%. Employes: 47. Top execs: Thomas Hall, president; Pat Hill, exec vp.

Phone: (813) 223-5684.

**Eric Ericson & Associates**, Nashville, reported gross income of $3,306,205 in 1983 on billings of $22,609,355. In 1982, it reported gross income of $2,415,613 on billings of $16,056,993. Volume in 1983 consisted of $9,523,548 in media, $11,903,216 in materials and services and $1,182,591 in capitalized fees. In 1982, volume consisted of $7,967,772 in media, $7,906,463 in materials and services and $182,758 in capitalized fees. Accounts gained: WTVF-TV, Southern Hospitality Corp., Barnett Co., Why Not Inc., Victor Ashe for U.S. Senate, Country Music Assn., Murray Cookies, Tennessee Hotel & Motel Assn. Lost: Hickory Specialties, Odom's Country Junction, Everfresh Inc. Billings breakdown: Newspapers 9%, magazines 9%, supplements 4%, radio 5%, spot tv 20%, cable tv 1%, outdoor 1%, point of sale 1%, other 50%. Employes: 78. Top execs: Eric Ericson, chairman; Janice Ericson, president; Gary Haynes, exec vp-chief operating officer.

Phone: (615) 242-1050.

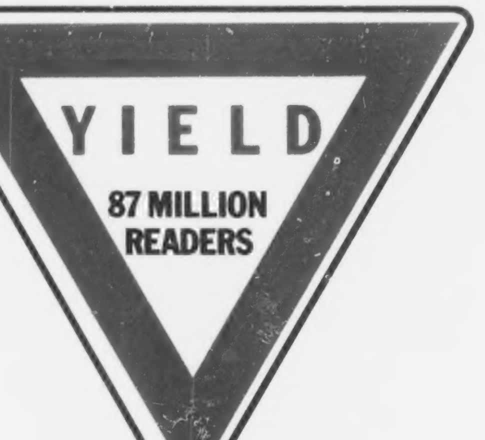
**Fessel, Siegfriedt & Moeller Advertising**, Louisville, Ky., reported gross income of $1,286,425 and net income of $124,152 in 1983 on billings of $6,315,571. In 1982, it reported gross income of $1,270,625 and net income of $257,765 on billings of $6,236,100. Volume in 1983 consisted of $4,126,675 in media, $1,089,680 in materials and services and $1,099,216 in capitalized fees. In 1982, volume consisted of $3,530,715 in media, $1,250,090 in materials and services and $1,455,295 in capitalized fees. Accounts gained: Stop-N-Go Stores of Pittsburgh, Horizon Financial Corp., Intersure Marketing Consortium, Planned Parenthood of Louisville. Lost: Metairie Ford, NAPA Distribution Center of New Orleans. Billings breakdown: Newspapers 22%, magazines 15%, radio 13%, spot tv 32%, cable tv 0.5%, outdoor 8%, transit 0.5%, point of sale 7%, direct mail 2%. Employes: 28 in three offices. Top execs: E.F. Siegfriedt, chairman; R.F. Moeller, president.

Phone: (502) 585-5154.

**Finnegan & Agee**, Richmond, Va., reported gross income of $1,379,000 in 1983 on billings of $9,193,400 with net income of $113,009. In 1982, it reported gross income of $914,748 on billings of $5,952,698 with net income of $86,521. Volume in 1983 consisted of $6,577,717 in media, $2,542,229 in materials and services and $73,454 in capitalized fees. In 1982, volume consisted of $3,754,413 in media, $840,116 in materials and services and $1,358,169 in capitalized fees. Accounts gained: WXEX-TV, McDonald's Co-op of Roanoke Valley, Polaris Optics. Lost: Holiday Inn Management-Services Inc., Fortunate Corp., WRXL-FM. Billings breakdown: Newspapers 7%, magazines 8%, radio 24%, spot tv 59%, other 2%. Employes: 33 in two offices. Top execs: Tim Finnegan, president; Lou Brink, exec vp.

Phone: (804) 643-4100.

**Fitzgerald Advertising**, New Orleans, reported gross income of $1,950,396 in 1983 on billings of $13,174,954. In 1982, it reported gross income of $1,517,131 on billings of $10,677,706. Volume in 1983 con-



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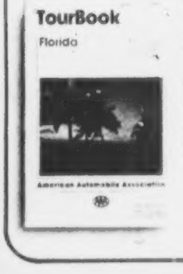

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sisted of $6,411,180 in media, $1,685,787 in materials and services and $5,077,987 in capitalized fees. In 1982, volume consisted of $4,912,998 in media, $1,579,264 in materials and services and $4,185,444 in capitalized fees. Accounts gained: Canal Place, Hotel Iberville, Joseph Canizaro Interests, New Orleans Breakers, Vatican Pavillion at World's Fair, Mexi-Mac, Popeye's P.R. Lost: Louisiana Land & Exploration Co., Ocean Drilling & Exploration. Billings breakdown: Newspapers 25.18%, magazines 30.15%, radio 19.08%, spot tv 23.72%, outdoor 1.87%. Employes: 37. Top execs: Joseph L. Killeen Jr., president-ceo; Ronald J. Thompson, Gary D. Dickson, Donald C. Smith, exec vps.

Phone: (504) 529-3161.

**Fogarty & Klein**, Houston, reported gross income of $1,252,000 in 1983 on billings of $8,350,000. In 1982, it reported gross income of $875,000 on billings of $5,862,000. Volume in 1983 consisted of $7,252,000 in media and $1,098,000 in materials and services. In 1982, volume consisted of $5,100,000 in media and $762,000 in materials and services. Accounts gained: Pulte Home Corp. (Houston division), KSRR Radio, The Greensheet (classified newspaper), Houston Shoe Hospital, Luke's Hamburgers. Lost: None. Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, spot tv 35%, outdoor 10%, direct mail 5%. Employes: 15. Top execs: William H. Fogarty and Richard E. Klein, principals.

Phone: (713) 528-3354.

**Garber, Goodman & Rothchild**, Miami, reported gross income of $2,513,500 and net income of $117,600 in 1983 on billings of $10,546,500. In 1982, it reported gross income of $1,971,600 and net income of $92,400 on billings of $9,200,000. Volume in 1983 consisted of $5,869,600 in media, $765,600 in materials and services and $3,911,300 in capitalized fees. In 1982, volume consisted of $5,104,000 in media, $696,000 in materials and services and $3,400,000 in capitalized fees. Accounts gained: Capital Bank, Home-Owners Warehouse, PLACOA, The Sporting Outlet, Venetia Properties, DMZ Offshore Service, Paxxon Corp, JND Concerts. Lost: Teltec, Thermo-Guard. Billings breakdown: Newspapers 18%, magazines 14%, radio 22%, spot tv 34%, outdoor 7%, business papers 5%. Employes: 18. Top execs: Robert Goodman, president; Howard Rothchild, exec vp.

Phone: (305) 573-5177.

**Gulf State Advertising Agency**, Houston, reported gross income of $1,050,376 in 1983 on billings of $7,540,965. In 1982, it reported gross income of $1,349,374 on billings of $7,314,161. Volume in 1983 consisted of $3,559,750 in media, $841,699 in materials and services and $3,139,516 in capitalized fees. In 1982, volume consisted of $3,720,747 in media, $901,562 in materials and services and $2,691,852 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 12%, magazines 8%, radio 17%, spot tv 25%, outdoor 15%, business papers 7%, point of sale 3%, direct mail 6%, other 7%. Employes: 20. Top exec: Larry Sachnowitz, president.

Phone: (713) 776-9000.

**J.P. Hogan & Co.**, Knoxville, reported gross income of $1,056,000 and net income of $220,000 in 1983 on billings of $7,040,000. In 1982, it reported gross income of $853,800 and net income of $56,865 on billings of $5,692,000. Volume in 1983 consisted of $1,900,000 in media, $820,000 in materials and services and $4,320,000 in capitalized fees. In 1982, volume consisted of $1,732,250 in media, $1,016,950 in materials and services and $2,942,800 in capitalized fees. Accounts gained: ARCO Chemical Co., All Weather Inc., Colorstrand Corp., DeRoyal Industries, Park West Hospital, National Assn. of Bedding Mfrs., Milliken Corp., Recticel Foam, S&S Industries, Southern Coffin & Casket Co., Swan's Sunbeam Bakery, Volunteer Optical Labs, Worth Sports Co. Lost: Wysong & Miles Co., Synthetic Turf Council. Billings breakdown: Newspapers 3%, magazines 13%, radio 11%, spot tv 8%, outdoor 0.5%, business papers 12%, point of sale 1.5%, direct mail 4.5%, other 46.5%. Employes: 24. Top execs: James P. Hogan, president; Ray V. Anthony, exec vp; Robert J. Luedeka, Dan Thurman, vps.

Phone: (615) 546-7661.

**Hood, Hope & Associates**, Tulsa, Okla., reported gross income of $3,450,622 in 1983 on billings of $30,207,212. In 1982, it reported gross income of $3,507,088 on billings of $23,392,276. Volume in 1983 consisted of $4,902,670 in media, $2,258,438 in materials and services and $23,046,104 in capitalized fees. In 1982, volume consisted of $5,722,191 in media, $7,549,961 in materials and services and $10,120,124 in capitalized fees. Accounts gained: Agrico, Century Health Care, Daisy, Milchem. Lost: Cobalt Boats, CE INVALCO. Billings breakdown: Newspapers 24%, magazines 40%, radio 7%, spot tv 16%, cable tv 2%, outdoor 2%, business papers 7%, farm publications 2%. Employes: 85. Top execs: C.H. Hood, chairman; J.S. Hope, president; J.R. Roberts, B.E. Fick, J.B. Bowers, senior vps.

Phone: (918) 250-9511.

**Howard, Merreli & Partners**, Raleigh, N.C., reported gross income of $2,838,303 in 1983 on billings of $14,860,228. In 1982, it reported gross income of $2,289,356 on billings of $13,233,274. Volume in 1983 consisted of $7,545,303 in media, $2,222,921 in materials and services and $5,092,004 in capitalized fees. In 1982, volume consisted of $4,647,626 in media, $3,916,953 in materials and services and $4,668,695 in capitalized fees. Accounts gained: Intertec Data Systems. Billings breakdown: Newspapers 20%, magazines 31%, radio 20%, spot tv 23%, outdoor 1%, other 5%. Employes: 34. Top execs: W.M. Merrell, president/ceo.

Phone: (919) 872-4740.

**Hume Smith Mickelberry**, Miami, had estimated gross income of

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# Gross income of $1,000,000 to $5,000,000

$2,850,000 in 1983 on billings of $19,000,000. In 1982, it had an estimated gross income of $2,700,000 on billings of $18,000,000. The agency did not furnish a volume breakdown. Accounts gained: Taco Diva Mexican restaurant chain, Deltona Corp., Smith Knaupp Catch of the Day. Lost: Benihana of Tokyo restaurants, Casa Marina Hotel. Billings breakdown: Newspapers 37%, magazines 19%, radio 11%, spot tv 29%, outdoor 3%, other 1%. Employes: 50 in two offices. Top execs: David Hume, president; Robert Sindelar, exec vp; Robert Wright and Wayne Dandlin, senior vps; Rod Carlson and Art Foster, vps.

Phone: (305) 37[illegible]-8361.

**Leslie Advertising Agency**, Greenville, S.C., reported gross income of $3,078,048 in 1983 on billings of $21,350,249. In 1982, it reported gross income of $2,469,022 on billings of $16,833,827. Volume in 1983 consisted of $12,102,476 in media, $3,196,694 in materials and services and $6,051,079 in capitalized fees. In 1982, volume consisted of $9,929,108 in media, $2,320,565 in materials and services and $4,584,156 in capitalized fees. Accounts gained: Greenwood Packing Co., Reliance Electric, Mechanical Group, Garcia's of Scottsdale, Telecommunications Systems, Litchfield by the Sea, Phillips Fibers Corp. Lost: Holiday Health & Fitness. Billings breakdown: Newspapers 12%, magazines 17%, radio 10%, spot tv 60%, outdoor 1%. Employes: 64. Top execs: E. Dean Anderson, president; Gene Dickson, exec vp.

Phone: (803) 271-8340.

**Levenson, Levenson & Hill**, Dallas-Fort Worth, reported gross income of $2,156,126 in 1983 on billings of $17,196,127. In 1982, it reported gross income of $2,228,076 on billings of $17,877,629. Volume in 1983 consisted of $10,826,8[illegible]3 in media, $2,810,425 in materials and services and $3,558,859 in capitalized fees. In 1982, volume consisted of $11,060,225 in media, $2,153,673 in materials and services and $4,663,731 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 12%, radio 16%, spot tv 47%. Employes: 41. Top execs: Stanley R. Levenson, ceo; Barbara Levenson, chief operating officer; William Hill, president.

Phone: (214) 556-0944.

**Liller Neal**, Atlanta, reported gross income of $2,914,508 in 1983 on billings of $20,179,174. In 1982, it reported gross income of $3,143,935 on billings of $20,970,046. Volume in 1983 consisted of $8,754,453 in media, $1,065,417 in materials and services and $10,359,304 in capitalized fees. In 1982, volume consisted of $8,306,418 in media, $1,032,636 in materials and services and $11,630,992 in capitalized fees. Accounts gained: Mighty Distributing Systems of America, Scientific Atlanta, Stran Steel Buildings, Dyer Wells Associates, Gladwin Industries, Refreshment Enterprises, Southern Mills. Lost: YES Liquid Detergent, Hyponex, Ciba Vision Care. Billings breakdown: Newspapers 7%, magazines 7%, radio 9%, network tv 26%, spot tv 45%, outdoor 5%, other 1%. Employes: 59. Top execs: Richard H. Hodges, chairman-ceo; Lucian Kapuscinski, president; J.D. Gonia, vice-chairman.

Phone: (404) 432-7555.

**Luckie & Forney**, Birmingham, Ala., reported gross income of $3,372,671 and net income of $364,323 in 1983 on billings of $26,096,294. In 1982, it reported gross income of $2,890,435 and net income of $191,513 on billings of $21,520,043. Volume in 1983 consisted of $15,891,678 in media, $3,143,314 in materials and services and $7,061,302 in capitalized fees. In 1982, volume consisted of $13,756,360 in media, $2,610,634 in materials and services and $5,153,049 in capitalized fees. Accounts gained: Baptist Health Services Corp., Complex Systems, Quality Micro Systems, Ernst & Whinney, WTTO-TV. Lost: Connors Steel. Billings breakdown: Newspapers 19%, magazines 12%, radio 10%, spot tv 54%, outdoor 2%, direct mail 3%. Employes: 72. Top execs: Robert E. Luckie Jr., chairman-ceo; Frank Lee, president & chief operating officer; John Forney, vice chairman.

Phone: (205) 879-2121.

**John Malmo Advertising**, Memphis, had estimated gross income of $1,950,000 in 1983 on billings of $13,000,000. In 1982, it had estimated gross income of $1,800,000 on billings of $12,000,000. No volume breakout was provided. Employes: 45. Top execs: John Malmo, president; Paul Bell, exec vp.

Phone: (901) 523-2000.

**Maris, West & Baker**, Jackson, Miss., reported gross income of $1,733,916 in 1983 on billings of $11,563,330. In 1982, it reported gross income of $1,336,277 on billings of $8,911,571. Volume in 1983 consisted of $2,125,073 in media, $1,653,807 in materials and services and $7,784,450 in capitalized fees. In 1982, the agency's volume consisted of $1,752,680 in media, $1,039,773 in materials and services and $6,119,118 in capitalized fees. Accounts gained: Sunbelt Federal S&L, Communication Arts, Crawler Parts, Ms. Management, Jackson After Hours Clinic, Jackson Chamber of Commerce, Mainsail Condominiums, Citizens Bank, Ridgway Realty, Dunn Construction, Napa, Business Data Services, Oriental Rug Retailers, Stuart Irby, Passport Inn, Crouse-Hinds, Sperry Vickers, Castlewoods. Billings breakdown: Newspapers 28%, magazines 24%, radio 15%, spot tv 23%, outdoor 9%, other 1%. Employes: 32. Top execs: Gerrit A. Maris, president; Norman L. West, exec vp.

Phone: (601) 362-6306.

**Martin Agency**, Richmond, Va., reported an estimated gross income of $3,520,000 and net income of $155,722 in 1983 on billings of $23,480,000. In 1982, it reported gross income of $2,712,000 and net income of $53,495 on billings of $18,089,000. No breakdown in volume was reported. Accounts gained: FMC Corp. agricultural chemicals division, Pru-Care, Reynolds Aluminum Recycling, EBI Medical Systems, Barnett Banks of Florida, Ethyl Corp., Lane Furniture. Lost: Branch Bank & Trust, Atlantic Nuclean. Billings breakdown: Newspapers 36%, magazines 6%, radio 29%, spot tv 27%, outdoor 2%. Employes: 85 in three offices. Top execs: David N. Martin, chairman-ceo; Donald R. Just, president; Harry M. Jacobs Jr., vice-chairman; James R. Hughes, Stephen A. Martin, Ralph L. Thompson, John B. Adams, senior vps.

Phone: (804) 254-3400.

**McDonald & Little**, Atlanta, a subsidiary of Ted Bates Co., reported gross income of $3,491,000 in 1983 on billings of $23,054,000. In 1982, it reported gross income of $6,123,000 on billings of $44,504,000. Volume in 1983 consisted of $10,862,000 in media, $4,181,000 in materials and services and $8,011,000 in capitalized fees. In 1982, volume consisted of $21,326,000 in media, $8,378,000 in materials and services and $14,800,000 in capitalized fees. Accounts gained: Bojangles of America, Louisiana World Exposition. Lost: Busch Entertainment Corp. Billings breakdown: Newspapers 11.9%, magazines 4%, radio 14.7%, network tv 13%, spot tv 48.4%, cable tv 0.2%, outdoor 7.8%. Employes: 85. Top execs: Michael G. McDonald, chairman; Robert J. Jones, president; Joseph C. Lansdorf, exec vp.

Phone: (404) 881-8700.

**Miller-Reid Group**, Chattanooga, Tenn., had estimated gross income of $3,871,350 in 1983 on billings of $25,809,000. In 1982, it had estimated gross income of $1,931,100 on billings of $12,874,000. Volume in 1983 consisted of $23,400,000 in media, $575,000 in materials and services and $1,834,000 in capitalized fees. In 1982, volume consisted of $11,059,000 in media, $361,000 in materials and services and $1,454,000 in capitalized fees. Accounts gained: Midwestern Distribution, Parkview Alcohol Treatment Center, Direct Connection Mall, Florida Group Coca-Cola Bottling Co., T.U. Parks Construction Co., ComputerLand. Lost: Victory Lane, John Rist Jewelers, La-Z-Boy Showcase. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, spot tv 60%, outdoor 5%, point of sale 5%. Employes: 52. Top exec: W. Kent Keasler, president.

Phone: (615) 756-2131.

**Morgan Burchette Associates**, Alexandria, Va., reported gross income of $3,787,933 in 1983 on billings of $6,219,869. In 1982, it reported gross income of $2,158,235 on billings of $4,248,562. Volume in 1983 consisted of $2,157,301 in media, $1,201,720 in materials and services and $2,860,848 in capitalized fees. In 1982, volume consisted of $735,166 in media, $1,054,405 in materials and services and $2,458,991 in capitalized fees. Accounts gained: Martin Marietta Data Systems, Entre Computer Centers, General Electric Information Services, Amtrak, IRS, Holly Farms Fried Chicken, National Public Radio, U.S. Geological Survey, Finalco Group, Electronic Data Systems. Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, spot tv 15%, business papers 50%, direct mail 5%. Employes: 35. Top execs: Karen C. Burchette, president.

Phone: (703) 549-2393.

**Pitluk Group**, San Antonio, reported gross income of $3,650,000 in 1983 on billings of $24,300,000. In 1982, it reported gross income of $3,300,000 on billings of $22,000,000. The agency did not break down its volume for either year. Accounts gained: La Mansion Hotels, USAF Lakeland, Schaefer Homes, Texas Citrus Exchange, Fremont Distributing Co., Family Medical Services. Lost: Hyatt Regency San Antonio, Riata Cadillac, Alamo Downs. Billings breakdown: Newspapers 18%, magazines 8%, radio 19%, spot tv 32%, cable tv 2%, outdoor 4%, transit 1%, business papers 9%, direct mail 6%, other 1%. Employes: 78. Top execs: Louis H. Pitluk, president; Jack N. Pitluk, Jr., exec vp.

Phone: (512) 223-6131.

**Point Communications**, Dallas, reported gross income of $2,529,834 in 1983 on billings of $18,966,121. In 1982, it reported gross income of $2,381,970 on billings of $18,571,124. Volume in 1983 consisted of $4,940,821 in media, $2,427,844 in materials and services and $11,597,456 in capitalized fees. In 1982, volume consisted of $3,704,597 in media, $2,723,112 in materials and services and $12,143,415 in capitalized fees. Accounts gained: Domino's Pizza, Storage Technology, Otrona Advanced Systems, The Houstonian, Denver Nuggets, Cutter Bill, Margaret Mead Enterprises, U.S. Ammunition Co., 10X Products, Pacific Realty. Lost: Intermedics, LaBelles. Billings breakdown: Newspapers 35%, magazines 4%, radio 5%, spot tv 23%, outdoor 2%, business papers 31%. Employes: 49. Top execs: Bill R. Neale, president; William B. Moon, exec vp; Anthony J. Fedele, senior vp.

Phone: (214) 744-1885.

**Pringle Dixon Pringle**, Atlanta, reported gross income of $2,051,250 in 1983 on billings of $13,315,000. In 1982, it reported gross income of $1,620,000 on billings of $7,918,800. Volume in 1983 consisted of $8,215,000 in media, $1,085,000 in materials and services and $4,015,000 in capitalized fees. In 1982, volume consisted of $670,500 in media, $895,000 in materials and services and $3,188,000 in capitalized fees. Accounts gained: Domino's Pizza, Tropitone Furniture Co., Coin Financial Systems, Integrated Systems, Governor's Office, Peachtree Center. Lost: Mizuno, National Bank of South Carolina. Billings breakdown: Newspapers 12%, magazines 22%, radio 10%, spot tv 34%, cable tv 3%, outdoor 5%, point of sale 2%, direct mail 8%, other 4%. Employes: 48. Top execs: Jim Pringle, president; Jobie Dixon, exec vp; Jan Pringle, president-public relations.

Phone: (404) 261-9542.

**Robinson, Yesawich & Pepperdine**, Orlando, Fla., reported gross income of $2,360,475 in 1983 on billings of $15,736,500. The agency was founded last year. Volume in 1983 consisted of $6,400,000 in media, $7,669,000 in materials and services and $1,667,500 in capitalized fees. No figures for 1982 were provided. Accounts gained: Ambassador Beach Hotel, Bonaire Government Tourist Bureau, Cable Beach Hotel & Casino, The Drake Hotel, Gulf Island Resort & Racquet Club, Halloran Hotels, Halloran House, Hilton International, Holiday Inn Barbados, Holiday Inn Trinidad, Jamaica Vacations Ltd., Krisam Group, Naples Beach Hotel & Golf Club, Panama Institute of Tourism, Ponte Vedra Inn & Club, Rose Hall Beach Hotel & Country Club, Saddlebrook Golf & Tennis Resort, Sandy Beach Resort, Sea Garden Beach & Tennis Resort, Sea Palms Golf & Tennis Resort, SunDestin Ltd., Taft Hotel, Tryall Golf & Beach Club, Walker's Cay Hotel & Marina, Wyndham Hotel, Wyndham Dallas Market Center, Wyndham at South Park, Wyndham Hotel Co. Lost: None. Billings breakdown: Newspapers 20%, magazines 30%, radio 5%, spot tv 5%, outdoor 5%, business press 25%, direct mail 10%. Employes: 35 in two offices. Top execs: John E. Robinson Jr., chairman; Peter C. Yesawich, president; Jim Pepperdine and Norman Sandhaus, senior vps.

Phone: (305) 896-2808.

**Sawyer Advertising**, Gainesville, Ga., had estimated gross income of $1,134,126 in 1983 on billings of $13,127,411. In 1982, it had estimated gross income of $1,004,517 on billings of $10,437,273 volume in 1983 consisted of $4,432,277 in media, $1,238,355 in materials and services and $7,456,779 in capitalized fees. In 1982, volume consisted of $3,439,876 in media, $1,031,963 in materials and services and $5,965,434 in capitalized fees. Figures include U.S. subsidiaries Sawyer Advertising, Dallas and Sawyer Public Relations. Accounts gained: Coble Dairy Products, Briggs & Stratton/Lombardini Diesel, Elan Pharmaceutical Research, Federal Intermediate Credit Banks/Texas, First National Bank/Gainesville, Sky Valley Resort. Lost: Estech fertilizer division, Esmark. Billings breakdown: Newspapers 2%, magazines 1%, radio 14%, spot tv 20%, outdoor 1%, business papers 29%, farm publications 29%, point of sale 1%, direct mail 3%. Employes: 31 in two offices. Top execs: L. Gordon Sawyer, chairman; Franklin C. Compton, president; Richard W. Riley, exec vp; S. Jack Waters, Louis G. Sawyer, vps.

Phone: (404) 532-6285.

**Schey Advertising**, Houston, had estimated gross income of $2,565,000 in 1983 on billings of $17,100,000. In 1982, it had estimated gross income of $2,070,000 on billings of $13,800,000. Volume in both years was all in media. Accounts gained: None. Billings breakdown: Newspapers 30%, magazines 5%, radio 10%, network tv 25%, outdoor 5%, business papers 5%, direct mail 10%, other 10%. Employes: 38. Top execs: Richard A. Schey, chairman; Edith T. Personette, president.

Phone: (713) 621-5010.

**Short Shepler & Fogleman Advertising**, Hickory, N.C., a division of Inform Inc., reported gross income of $1,263,935 and net income of $110,004 in 1983 on billings of

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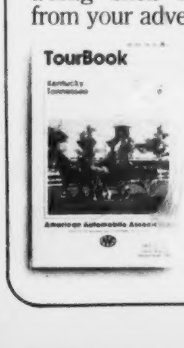

$8,302,917. In 1982, it reported gross income of $624,683 and net income of $18,689 on billings of $4,154,012. Volume in 1983 consisted of $580,483 in media, $380,970 in materials and services and $7,341,464 in capitalized fees. In 1982, volume consisted of $288,377 in media, $37,349 in materials and services and $3,828,286 in capitalized fees. Accounts gained: AP Parts Co., N.C. Florist Assn., Crabtree Associates, DANA precision controls division, Neuville Industries, Hickory Memorial Hospital, Leather Furniture, Atcom Inc., Unifour Medical Group. Billings breakdown: Newspapers 46%, magazines 50%, radio 4%. Employes: 25 in two offices. Top execs: Paul Fogleman, ceo; Larry B. Shepler, president; Barbara Short, exec vp.

Phone: (704) 322-7766.

**Mike Sloan Advertising**, Miami, had estimated gross income of $2,160,000 in 1983 on billings of $14,400,000. In 1982, it had estimated gross income of $2,130,000 on billings of $14,200,000. The agency, which only broke out media, reported $12,100,000 in media in 1983 and $12,500,000 in 1982. Accounts gained: Belz Enterprises, Factory Outlet Malls, Alice International, Palm Beach County Tourist Development Council, All American Hero Restaurants. Lost: Ryder System. Billings breakdown: Newspapers 12%, magazines 20%, supplements 3%, radio 3%, network tv 22%, spot tv 26%, cable tv 3%, outdoor 4%, business papers 4%, point of sale 2%, direct mail 1%. Employes: 27 in two offices. Top execs: Mike Sloan, chairman; Michael C.R. Collins, president; Phillip M. Schwartz, exec vp; Laurence Leblang, John Long, William Goldman, Diane Nuber, vps.

Phone: (305) 358-4234.

**Neal Spelce Communications**, Austin, Tex., reported gross income of $1,224,475 in 1983 on billings of $8,163,167. In 1982, it reported gross income of $1,159,662 on billings of $7,731,076. Volume in 1983 consisted of $1,883,380 in media, $1,053,880 in materials and services and $5,225,907 in capitalized fees. In 1982, volume consisted of $1,549,396 in media, $1,333,127 in materials and services and $4,848,553 in capitalized fees. No breakdown in billings was provided. Employes: 30. Top execs: Neal Spelce, chairman; William Bennett Spelce, vice-chairman; Howard Falkenberg, president.

Phone: (512) 476-4644.

**Stern/Monroe Advertising**, Dallas, reported gross income of $3,870,000 in 1983 on billings of $25,800,000. In 1982, it reported gross income of $3,300,000 on billings of $22,000,000. No volume breakout was provided for either year. Accounts gained: Holiday Inns, Crowne Plaza Hotels, Embassy Suites, Dr. Pepper (collateral, graphic design and local advertising). Billings breakdown: Newspapers 6%, magazines 7%, radio 8%, network tv 11%, spot tv 41%, outdoor 2%, business papers 3%, transit 2%, point of sale 6%, direct mail 3%, other 11%. Employes: 37. Top execs: Lawrence N. Stern, principal; Thomas F. Monroe, principal.

Phone: (214) 871-7171.

**Weekley & Penny**, Houston, reported gross income of $1,592,916 in 1983 on billings of $13,941,125. In 1982, it reported gross income of $1,746,925 on billings of $15,629,084. Volume in 1983 consisted of $3,497,947 in media, $1,149,134 in materials and services and $9,294,044 in capitalized fees. In 1982, volume consisted of $4,470,869 in media, $1,499,255 in materials and services and $9,658,960 in capitalized fees. Accounts gained: Lake Olympia Development and Urban Affairs Corp. Lost: PIC Realty and Cullen Center Bank & Trust. Billings breakdown: Newspapers 23%, magazines 25%, radio 1%, spot television 2%, outdoor 17%, business papers 13%, point of sale 7%, direct mail 4%, other 8%. Employes: 30 Top execs: C. R. Penny, president.

Phone: (713) 529-4861.

**Winius-Brandon Texas**, Bellaire, Tex., reported gross income of $2,732,781 in 1983 on billings of $17,161,087 with net income of $533,389. In 1982, the agency reported gross income of $2,602,649 on billings of $16,348,656 with net income of $507,990. Volume in 1983 consisted of $11,205,444 in media, $3,154,918 in materials and services and $2,800,725 in capitalized fees. In 1982, the agency's volume consisted of $10,671,852 in media, $3,009,446 in materials and services and $2,667,358 in capitalized fees. Accounts gained: Mid South Bottling Co., Kettle Restaurants, Bay City Holiday Inn. Lost: The Greater Houston Convention & Visitors Council, Houston First American Savings. Billings breakdown: Newspapers 10%, magazines 14%, radio 17%, spot television 37%, cable television 3%, outdoor 11%, point of sale 2%, direct mail 3%, other 3%. Employes: 36. Top execs: Art Casper, president; Ed Kennard exec vp and Harold Green, senior vp.

Phone: (713) 666-1765.

**Witherspoon & Associates**, Fort Worth, Tex., reported gross income of $2,100,473 and net income of $530,600 in 1983 on billings of $14,785,368. In 1982, it reported gross income of $1,809,447 and net income of $351,432 on billings of $12,016,870. Volume in 1983 consisted of $4,190,399 in media, $1,417,696 in materials and services and $9,177,273 in capitalized fees. In 1982, volume consisted of $3,401,210 in media, $1,147,862 in materials and services and $7,467,798 in capitalized fees. Accounts gained: Dallas Eye Institute, Hogan Systems, Nacol Diamond Co., Schick Shadel Hospital, Sparkman Producing Co., Sprinter division of Computer Language Research and Western Savings. Lost: CIGNA Individual Financial Services, Skinny Haven Restaurants of Fort Worth, Texas Amercan Bankshares. Billings breakdown: Newspapers 13%, magazines 20%, radio 12%, spot tv 28%, outdoor 3%, business papers 22%, transit 1%, direct mail 1%. Employes: 40. Top execs: Roger Rienstra, president; Frank Burkett, Preston Figley, exec vps.

Phone: (817) 335-1373.

**Womack/Claypoole/Griffin**, Dallas, reported gross income of $1,509,578 in 1983 on billings of $10,068,885. In 1982, it reported gross income of $1,539,954 on billings of $10,271,482. Volume in 1983 consisted of $3,515,203 in media and $6,553,682 in capitalized fees. In 1982, volume consisted of $4,411,310 in media and $5,860,172 in capitalized fees. Accounts gained: Celanese Chemical; Mooney Aircraft; Road Runner Convenience Stores; Trans National Leasing; Victor Equipment; Taco Villa; Graphic Datakits. Lost: Three Texas American Banks; Redman Homes. Billings breakdown: Newspapers 12%, spot tv 19%, outdoor 7%, business papers 34%, farm publications 16%, point of sale 2%, direct mail 2%, other 8%. Employes: 36 in five offices. Top execs: Bill Claypoole, president; Jack Womack, chairman.

Phone: (214) 620-0300.

**Wray/Ward Advertising**, Charlotte, N.C., reported gross income of $1,064,024 in 1983 on estimated billings of $7,094,000. In 1982, it reported gross income of $1,046,948 on estimated billings of $6,980,000. Account gained: Southeastern Energy Information Council. Billings breakdown: Newspapers 9%, magazines 8%, radio 8%, spot tv 55%, outdoor 2%, business papers 18%. Employes: 21. Top execs: Charles W. Wray Jr., president; Robert L. Ward, exec vp.

Phone: (704) 332-9071.

**Ed Yardang & Associates**, San Antonio, Tex., reported gross income of $1,080,430 in 1983 on billings of $9,197,908. In 1982, it reported gross

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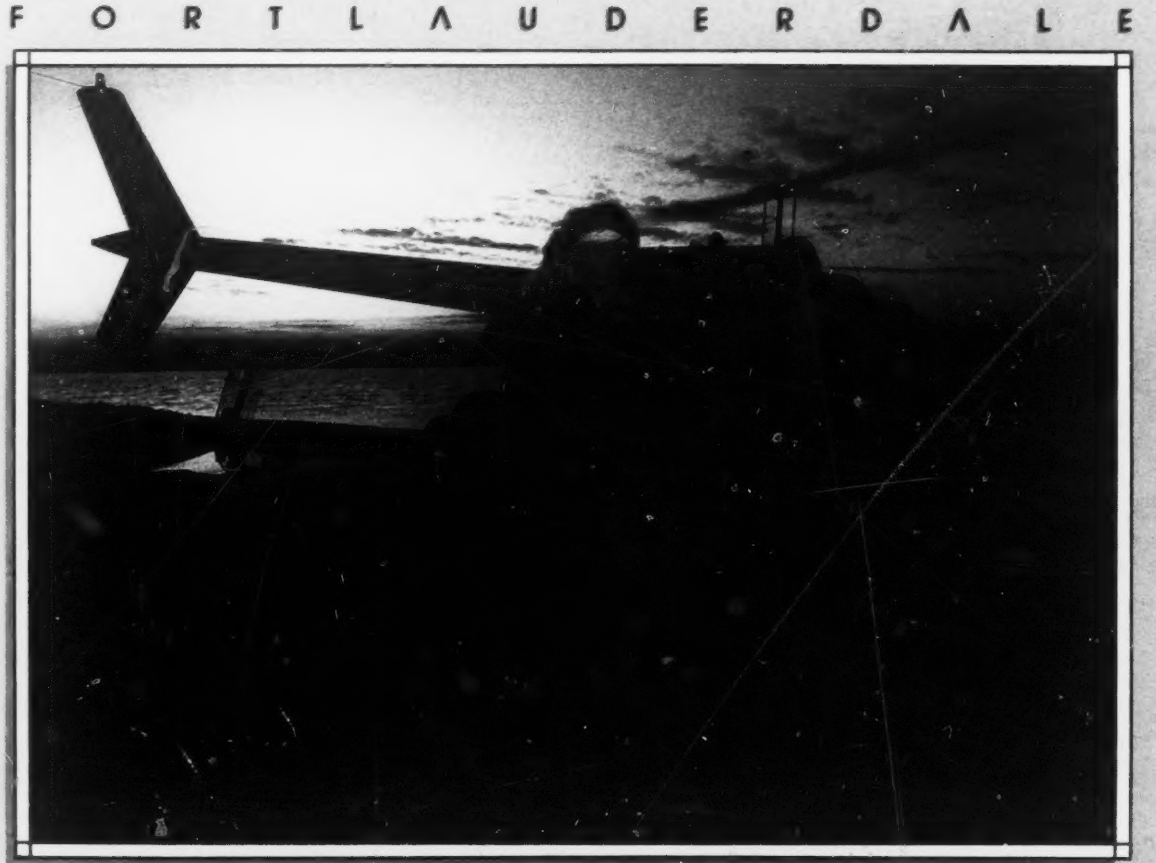
FORT LAUDERDALE



UPTOWN MIAMI

He was really going. She should have seen it coming. He had been obsessed with Fort Lauderdale, reading the News/Sun-Sentinel for months. The Herald may be very well for Miami, he had told her. But uptown ADI, in Fort Lauderdale, it's the News/Sun-Sentinel that pulls the purse strings of power.

Funny, how it always comes down to power, she thought. Fort Lauderdale teems with it. Phenomenal effective buying power. Monumental investment income power. And retail sales? Who could keep up with them?

He could. Two metros in one ADI, he had lectured. Both have international fame and over one million people. But Fort Lauderdale beats Miami in personal buying power every time.

"I'm leaving now," he said with no remorse.

"Which way you headed?," she asked, feigning ignorance.

"Up," he replied.

FORT LAUDERDALE
NEWS/SUN-SENTINEL
UPTOWN MIAMI'S NEWSPAPER, BY CHOICE

Represented nationally by C.W.O. & O. Inc. · Metropolitan Sunday Newspapers, Inc.
In Florida by Publishers Representatives of Florida. · In Canada by Canada Representatives International.

## Gross income of $1,000,000 to $5,000,000

income of $1,187,000 on billings of $8,876,090. Volume in 1983 consisted of $2,894,417 in media, $1,742,746 in materials and services and $4,560,745 in capitalized fees. In 1982, volume consisted of $2,494,447 in media, $1,699,303 in materials and services and $4,682,340 in capitalized fees. Accounts gained: The Alamo Group, Bytex Corp., El Tropicano Hotel, Fiesta Aviation, Holt Machinery, Southport Development and Southport Homes. Lost: Coors beer (Hispanic), Coca-Cola (Hispanic). Billings breakdown: Newspapers 11.2%, magazines 5.2%, radio 56.5%, spot television 19.4% and outdoor 7.7%. Employes: 19. Top exec: Warren E. Stewart, president-ceo.

Phone: (512) 227-8141.

## Western region

Washington
Montana
Oregon
Idaho
Wyoming
Nevada
Utah
Colorado
California
Arizona
New Mexico

**A&M Associates**, Phoenix, reported gross income of $3,388,000 in 1983 on billings of $24,966,464, including $613,004 in overseas volume. In 1982, it reported gross income of $3,180,000 on billings of $21,886,770, including overseas billings of $546,670. Volume in 1983 consisted of $23,350,000 in media, $750,000 in materials and services and $253,460 in capitalized fees. Its 1983 overseas volume consisted of $580,000 in media, $25,000 in materials and services and $8,004 in capitalized fees. In 1982, volume consisted of $20,360,000 in media, $780,000 in materials and services and $200,100 in capitalized fees. Its overseas volume for 1982 consisted of $520,000 in media, $20,000 in materials and services, and $6,670 in capitalized fees. In 1983, it gained Movers World, U-Haul Tool and Equipment. Billings breakdown: Newspapers 1%, magazines 12%, radio 1%, network tv 21%, spot tv 10%, outdoor 1%, business papers 2%, point of sale 2%, direct mail 1%, other (Yellow Pages) 49%. It has 33 employes in 1 office. Top exec: Duane P. Swanson, president.

Phone: (602) 263-6504.

**Abert, Newhoff & Burr**, Los Angeles, reported gross income of $2,428,395 in 1983 on billings of $31,745,697. In 1982, it reported gross income of $2,656,284 on billings of $24,802,877. Volume in 1983 consisted of $25,923,328 in media, $2,237,805 in materials and services and $3,584,564 in capitalized fees. In 1982, volume consisted of $18,520,580 in media, $2,897,119 in materials and services and $3,385,178 in capitalized fees. Accounts gained: Ashton-Tate, Callan Data Systems, Corona Data Systems, Studio Software, Sheraton Scottsdal Teenage World's Fair. Lost: Bushnell, Great Western Bank, Hungry Tiger. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, spot tv 20%, outdoor 2%, business papers 10%, direct mail 8%, collateral 10%. Employes: 60. Top exec: Tom Burr, president.

Phone: (213) 552-2217.

**Advertising Works**, Honolulu, reported gross income of $1,200,000 in 1983 on billings of $8,000,000. In 1982, it reported gross income of $1,050,000 on billings of $7,000,000. Accounts gained: Hasegana Komutun. Lost: None. Billings breakdown: Newspapers 25%, magazines 18%, radio 5%, spot tv 20%, cable tv 1%, business papers 5%, point of sale 20%, other 6%. Employes: 18. Top execs: Darrel Kloninger, president; Carol Apiki, exec vp.

Phone: (808) 955-4416.

**Basso & Associates**, Newport Beach, Cal., had estimated gross income of $1,980,000 in 1983 on billings of $13,200,000. In 1982, it had estimated gross income of $1,875,000 on billings of $12,500,000. Volume in 1983 consisted of $8,580,000 in media and $4,620,000 in materials and services. In 1982, volume consisted of $9,000,000 in media and $3,500,000 in materials and services. Accounts gained: General Automation, Landa/Minyard, Photomation, Yonex, Haller Systems, National Council on Alcoholism, Anaheim/Marriott, Setmakers, Casablanca Fans. Lost: Hawker-Pacific, Jazz Exchange. Billings breakdown: Newspapers 13%, magazines 44%, radio 17%, network tv 24%, outdoor 1%, transit 1%. Top exec: Joseph Basso, president.

Phone: (714) 641-0111.

**Battenberg, Fillhardt & Wright**, San Jose, Cal., reported gross income of $2,088,607 in 1983 on billings of $13,931,008. In 1982, it reported gross income of $1,410,300 on billings of $9,406,701. Volume in 1983 consisted of $5,489,716 in media, $1,610,285 in materials and services and $6,831,007 in capitalized fees. In 1982, volume consisted of $3,876,453 in media, $1,028,304 in materials and services and $4,501,944 in capitalized fees. Accounts gained: American Microsystems, ANOVA, Forethought, Intelligent Technologies International Corp., Quantum Corp. Lost: Amfit, Grinnell Systems, Remac, Visicorp. Billings breakdown: Newspapers 13%, magazines 29%, radio 8%, business papers 47%, point of sale 1%, direct mail 2%. Employes: 25. Top exec: Curtis L. Wright, president.

Phone: (408) 287-8500.

**Baxter, Gurian & Mazzei**, Beverly Hills, Cal., had estimated gross income of $1,615,500 in 1983 on billings of $10,770,000. No figures were reported for 1982. Volume in 1983 consisted of $2,000,000 in media, $3,000,000 in materials and services and $5,770,000 in capitalized fees. Accounts gained: Alza Corp., Hospital Satellite Network. Lost: Arrowhead Water, Olympic Bank. Billings breakdown: Newspapers 5%, magazines 30%, radio 5%, spot tv 5%, direct mail 40%, other 15%. Employes: 30 in two offices. Top execs: Donald Baxter, chairman; Kenneth Gurian, president; Michael J. Byrnes, vp.

Phone: (213) 657-5050.

**Bermudez & Associates**, Beverly Hills, Cal., reported gross income of $1,560,000 in 1983 on billings of $10,402,000. The agency did not provide figures for 1982. Volume in 1983 consisted of $5,500,000 in media, $900,000 in materials and services and $4,002,000 in capitalized fees. Accounts gained: Lever Brothers, Caress Soap, Kentucky Fried Chicken, Southern California Deardens Department Stores, Westinghouse Beverage Group, Like, Seven-Up. Lost: None. Billings breakdown: Newspapers 3%, magazines 5%, network tv 50%, radio 40%, outdoor 2%. Top execs: Eduardo Bermudez, president.

Phone: (213) 852-1011.

**Bonfield & Associates,** San Francisco, reported gross income of $1,050,000 in 1983 on billings of $6,301,000. In 1982, it reported gross income of $680,000 on billings of $4,201,000. Volume in 1983 consisted of $2,200,000 in media, $2,100,000 in materials and services and $2,001,000 in capitalized fees. In 1982, volume consisted of $1,200,000 in media, $1,000,000 in materials and services and $2,001,000 in capitalized fees. Accounts gained: Exel Microelectronics, Granger Associates antennas, Marconi Instruments, Monitek, Peritek, Robinton Products, SBE, Spectra-Physics and Zeltex. Lost: Anatek, Autogenic Systems, Ecodyne, Hanjin and Tower Systems. Billings breakdown: Newspapers 1%, business papers 95%, direct mail 4%. Employes: 12. Top execs: Alfred E. Young Jr. president; C.L. Hildreth, exec vp; Zahid Khan, vp.

Phone: (415) 777-5577.

**Borders, Perrin & Norrander,** Portland, Ore., reported gross income of $1,496,787 in 1983 on billings of $8,847,655. In 1982, it reported gross income of $1,396,122 on billings of $7,882,531. Volume in 1983 consisted of $2,849,300 in media, $2,169,013 in materials and services and $3,829,342 in capitalized fees. In 1982, volume consisted of $2,884,736 in media, $2,218,673 in materials and services and $2,799,122 in capitalized fees. Accounts gained: Leitz Binoculars, Burgerville USA, Multisoft, Charbonneau, Hoody Inc., KING-AM, KSTW, Metheus, Western Wood, Holland Restaurants. Lost: Grantree, Sidereal, Lloyd's Interiors, Pacific Western Bank. Billings breakdown: Newspapers 15%, magazines 44%, radio 25%, network tv 13%, transit 1%, other 2%. Employes: 37. Top execs: Wesley Perrin, president; William Borders, Mark Norrander, exec vps.

Phone: (503) 227-2506.

**John Brown & Partners**, Seattle, had estimated gross income of $1,551,369 in 1983 on billings of $10,342,463. In 1982, it had estimated gross income of $1,223,018 on billings of $8,153,454. Volume in 1983 consisted of $7,964,024 in media, $868,832 in materials and services and $1,509,607 in capitalized fees. In 1982, volume consisted of $6,117,960 in media, $737,279 in materials and services and $1,298,215 in capitalized fees. Accounts gained: Independent Colleges of Washington, Oz-Computer School, Hyde Athletic, Seattle Repertory Theater, Roffee Skiwear, Senator Dan Evans Political Campaign. Lost: KPLZ Radio, Harrington Chevrolet, Vista Chevrolet. Billings breakdown: Newspapers 21%, magazines 1%, supplements 1%, radio 30%, spot tv 44%, cable tv 1%, outdoor 0.5%, business papers 0.5%, direct mail 1%. Employes: 20. Top exec: John Brown, president.

Phone: (206) 622-9306.

**Broyles, Allenbaugh & Davis**, Englewood, Colo., reported gross income of $2,341,100 in 1983 on billings of $17,762,809. In 1982, it reported gross income of $2,071,200 on billings of $15,956,561. Volume in 1983 consisted of $6,043,300 in media, $2,024,977 in materials and services and $9,694,532 in capitalized fees. In 1982, volume consisted of $5,197,900 in media, $1,652,937 in materials and services and $9,105,724 in capitalized fees. Accounts gained: Scandinavian Soft, Centex Homes Corp., Adolph Coors (corporate), Information Handling Services, Honeywell, Reynolds Properties. Lost: Pulte-American Home Builders, Central Bank of Denver. Billings breakdown: Newspapers 8%, magazines 61%, radio 5%, network tv 3%, spot tv 13%, cable tv 2%, outdoor 1%, point of sale 3%, direct mail 2%, other 2%. Employes: 45. Top execs: George H. Eakins, president; Kent L. Eggleston, vp.

Phone: (303) 770-2000.

**Busse & Cummins**, San Francisco, had estimated gross income of $2,100,000 in 1983 on billings of $14,000,000. In 1982, it had estimated gross income of $1,837,500 on billings of $12,250,000. Volume in 1983 consisted of $12,500,000 in media, $1,500,000 in materials and services. In 1982, volume consisted of $11,000,000 in media, $1,250,000 in materials and services. Billings breakdown: Newspapers 10%, magazines 30%, radio 15%, network tv 5%, spot tv 15%, cable tv 5%, outdoor 1%, business papers 10%, other 9%. Employes: 28. Top execs: Walter G. Busse Jr., president; Bernard J. Cummins Jr., exec vp.

Phone: (415) 957-0300.

**Carter Callahan Advertising & PR**, San Jose, Cal., reported gross income of $1,599,645 in 1983 on billings of $11,857,129. In 1982, it reported gross income of $1,437,317 on billings of $9,800,367. Volume in 1983 consisted of $2,083,316 in media, $1,350,150 in materials and services and $8,423,663 in capitalized fees. In 1982, volume consisted of $1,210,350 in media, $1,068,418 in materials and services and $7,521,599 in capitalized fees. Accounts gained: Acrian Inc., Blackman Garlock Flynn & Co./The Merchant Bank, Gerson Baker & Associates, Mirassou Vineyards, Information Memories Corp., Trillian Computer Corp., Waveform Corp. Lost: Broadmoor Homes, DeAnza Bank, Vass Computers. Billings breakdown: Newspapers 28%, magazines 23%, radio 15%, spot tv 5%, outdoor 2%, business papers 17%, direct mail 10%. Employes: 28. Top execs: Peter S. Carter, president; Edna M. Markham, ceo.

Phone: (408) 998-5433.

**Coakley Heagerty**, Santa Clara, Cal., reported gross income of $1,254,069 in 1983 on billings of $9,237,255. In 1982, it reported gross income of $1,074,074 on billings of $7,164,074. Volume in 1983 consisted of $1,867,427 in media, $623,950 in materials and services and $6,745,878 in capitalized fees. In 1982, volume consisted of $1,065,409 in media, $541,748 in materials and services and $5,556,917 in capitalized fees. Accounts gained: Cochlea Corp., Eli Thomas, Grabyan Corp., Eldred Kunkel, JDO Corp., Marcus & Millichap, Sente Technologies, Walls Alive Inc. Lost: EBI Companies, Citation Homes, Mayfair Packing. Billings breakdown: Newspapers 54%, magazines 10%, radio 8%, spot tv 18%, outdoor 2%, business papers 5%, direct mail 3%. Employes: 30. Top execs: John D. Heagerty, president; David A. Heagerty, ceo; George E. Parker, vp.

Phone: (408) 249-6242.

**Cochrane Chase, Livingston & Co.**, Irvine, Cal., reported gross income of $4,829,350 in 1983 on billings of $51,771,513. In 1982, it reported gross income of $4,712,740 on billings of $49,627,107. Volume in 1983 consisted of $19,070,544 in media, $5,314,343 in materials and services and $27,386,626 in capitalized fees. In 1982, volume consisted of $17,303,664 in media, $5,455,709 in materials and services and $26,867,734 in capitalized fees. Accounts gained: AirCal, Bateman Eichler, Hill Richards, Birtcher Pacific, Investia International, Marriott Hotel in Irvine, Metal Bellows, Pridemark Insurance, Kaiser Development Corp.'s industrial division, Irvine Co., Sensormedics. Lost: Rainbird, Mission Viejo Co. Billings breakdown: Newspapers 8%, magazines 27%, supplements 1%, radio 10%, spot tv 47%, outdoor 7%. Employes: 98. Top execs: Cochrane Chase, chairman; Lynn Livingston, president.

Phone: (714) 752-6171.

**Ralph Kent Cooke Inc.**, Los Angeles, had estimated gross income of $1,860,000 in 1983 on billings of $12,400,075. In 1982, it had estimated gross income of $1,800,000 on billings of $12,000,000. Volume in 1983 consisted of $8,904,000 in media, $1,344,000 in materials and services and $2,152,075 in capitalized fees. In 1982, volume consisted of $8,799,000 in media, $1,200,000 in materials and services and $2,001,000 in capitalized fees. Billings breakdown not supplied. Top exec: Michael R. Hooper, president.

Phone: (213) 879-5885.

**The Creative Advertising Co.**, Phoenix, reported gross income of $1,254,670 and net income of $347,837 in 1983 on billings of $8,713,954. In 1982, it reported gross income of $921,667 and net income of $105,671 on billings of $6,151,289. Volume in 1983 consisted of $4,804,607 in media, $343,052 in materials and services and $3,566,295 in capitalized fees. In 1982, volume consisted of $3,172,734 in media, $246,579 in materials and services and $2,731,976 in capitalized fees. Accounts gained: Bob Sellers Chrysler, Durango Co., Merrill Communications, Microwave Video Corp., Phoenix Pride Soccer Club, Insurance West Inc., Custom Security, American Continental Corp, Mark Singleton Mitsubishi. Billings breakdown: Newspapers 10%, magazines 2%, radio 35%, spot tv 42%, cable tv 4%, outdoor 3%, direct mail 4%. Employes: 17. Top execs: Henry Sauro, chairman; William H. Sauro, president.

Phone: (602) 252-7606.

**Cunningham, Root & Craig**, Los Angeles, reported gross income of $1,500,000 in 1983 on billings of $13,010,998. In 1982, it reported gross income of $1,000,000 on billings of $12,009,904. Volume in 1983 consisted of $11,440,000 in media, $1,560,000 in materials and services and $10,998 in capitalized fees. In 1982, volume consisted of $10,790,000 in media, $1,210,000 in materials and services and $9,904 in capitalized fees. Accounts gained: Hungry Tiger Restaurants, Japan W.K., Winston Tire Co., Pogen's Family bakery. Resigned: AVCO Financial Services. Billings breakdown: Newspapers 30%, magazines 5%, radio 10%, network tv 15%, spot tv 33%, outdoor 5%, sale 1%, direct mail 1%. Employes: 20. Top execs: Don R. Cunningham, chairman; Jean Craig, president; Hal Hayes, exec vp.

Phone: (213) 487-7575.

**Ehrig & Associates**, Seattle, reported gross income of $2,340,000 in 1983 on billings of $15,607,800. In 1982, it reported gross income of $2,135,000 on billings of $14,247,120. Volume in 1983 consisted of $9,382,956 in media, $1,707,186 in materials and services and $4,517,658 in capitalized fees. In 1982, volume consisted of $7,895,279 in media, $1,560,780 in materials and services and $4,791,061 in capitalized fees. Accounts gained: 5th Avenue Theatre, Graham Development, Davis, Wright, Todd, Riese & Jones, Northwest Construction Co., Dain Bosworth (area offices only), Sundance Cruises. Lost: Bellevue Art Museum, Ratelco, Wendy's (Washington and Oregon). Billings breakdown: Newspapers 10%, magazines 11%, radio 22%, spot tv 48%, outdoor 3%, transit 2%, business papers 2%, point of sale 1%, direct mail 1%. Employes: 50. Top execs: Jack Ehrig, chairman-ceo; Fred Burrow, president-chief operating officer.

Phone: (206) 623-6666.

**Franklin & Associates**, San Diego, reported gross income of $1,197,897 in 1983 on billings of $8,000,000. In

1982, it reported gross income of $993,651 on billings of $6,625,000. No volume breakout was provided for either year. Accounts gained: Conrock Property Development, Denticenter, Financial American Network, Great American/McNeil Securities, McMillan Development, National Decision Systems. Lost: Chicago Brothers, Safer Agro-Chem. Billings breakdown: Newspapers 35%, magazines 5%, radio 30%, spot tv 15%, outdoor 10%, direct mail 5%. Employes: 25. Top execs: Bob Cerasoli, president; Jeanne Vanderburg, senior vp; Warren Molentin, Jim Riegelman, Peter Higgins, vps.

Phone: (619) 231-6168.

**Gerber Advertising**, Portland, Oregon, reported gross income of $1,900,000 in 1983 on billings of $13,450,000. In 1982, it reported gross income of $2,195,000 on billings of $14,630,250. Volume in 1983 consisted of $7,250,000 in media, $5,450,000 in materials and services and $750,000 in capitalized fees. In 1982, volume consisted of $7,570,000 in media, $6,560,000 in materials and services and $500,250 in capitalized fees. Accounts gained: Pacific Western Bank; Miller Redwood Plywood; Portland Buick Dealer Assn.; American Federal Savings; American Network Chelatchie Prairie Railroad. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 42%, transit 1%, point of sale 1%, direct mail 1%. Employes: 34. Top execs: Tom Hougan, president, Phil Stevens, senior vp.

Phone: (503) 221-0100.

**Gumpertz/Bentley/Fried**, Los Angeles, reported gross income of $2,029,742 in 1983 on billings of $15,973,000. In 1982, it reported gross income of $1,810,997 on billings of $14,426,100. Volume in 1983 consisted of $11,305,680 in media, $1,033,264 in materials and services and $3,634,056 in capitalized fees. In 1982, volume consisted of $9,835,066 in media, $1,163,728 in materials and services and $3,427,306 in capitalized fees. Accounts gained: Numero Uno Pizza Restaurant Chain. Lost: Honda Automobile Dealers of Southern Cal. Billings breakdown: Newspapers 8%, magazines 19%, radio 13%, network tv 8%, spot tv 46%, outdoor 1%, business papers 5%. Employes: 23. Top execs: Gordon M. Gumpertz, chairman; Richard M. Fried, president.

Phone: (213) 931-6301.

**Harris & Love**, Salt Lake City, reported gross income of $1,536,399 in 1983 on billings of $10,535,792. In 1982, it reported gross income of $1,241,943 on billings of $9,032,130. Volume in 1983 consisted of $8,837,744 in media and $1,698,048 in capitalized fees. In 1982, volume consisted of $7,646,411 in media and $1,385,719 in capitalized fees. Figures include those of U.S. subsidiary Harris & Love/Southwest. Accounts gained: McDonald's NM, American Quality Craft Homes, Sorenson System, Sweet Candy Co. Lost: Western General Dairy. Billings breakdown: Newspapers 10%, magazines 2%, radio 10%, spot tv 68%, business papers 1%, farm publications 1%, point of sale 3%, other 5%. Employes: 30. Top execs: Robert G. Love, chairman; Donald G. Ware, president; Lee Snedaker, exec vp.

Phone: (801) 532-7333.

**Horlick Levin Hodges**, Los Angeles, had estimated gross income of $1,200,000 in 1983 on billings of $7,400,000. In 1982, it had an estimated gross income of $1,035,000 on billings of $6,700,000. Volume for both years was all in media. Billings breakdown: Newspapers 10%, magazines 15%, supplements 2%, radio 15%, spot tv 50%, outdoor 8%. Employes: 16. Top execs: Ronald J. Levin, president; Dennis Horlick, exec vp; Robert L. Hodges, senior vp.

Phone: (213) 480-0708.

**Humpal, Leftwich & Sinn**, Mountain View, Cal., reported gross income of $1,185,000 in 1983 on billings of $8,002,900. In 1982, it reported gross income of $950,000 on billings of $6,323,800. Volume in 1983 consisted of $2,190,500 in media, $876,600 in materials and services and $4,935,800 in capitalized fees. In 1982, volume consisted of $1,450,400 in media, $984,800 in materials and services and $3,888,600 in capitalized fees. Accounts gained: American Educational Computer, Information Access, Raytel, Intek, Carl Hovick Inc., Cornish & Carey. Lost: Logo Paris, Xonics. Billings breakdown: Newspapers 10%, magazines 70%, radio 5%, spot tv 5%, point of sale 5%, direct mail 5%. Employes: 20. Top execs: Jerry Humpal, president; Perry Leftwich, Paul Sinn, senior vps; Tom Lauck, exec vp.

Phone: (415) 966-1500.

**Imahara & Keep**, Santa Clara, Cal., reported gross income of $3,875,738 in 1983 on billings of $12,706,905. In 1982, it reported gross income of $1,810,598 on billings of $5,428,802. Net income was $461,278 in 1983 and $134,637 in 1982. Volume in 1983 consisted of $1,507,303 in media, $810,910 in materials and services and $10,388,692 in capitalized fees. In 1982, volume consisted of $513,058 in media, $659,410 in materials and services and $4,256,334 in capitalized fees. Accounts gained: Fairchild Microprocessor and Gate Arrays Divisions, Durango Cambridge Systems, Dual Systems, Logic, BTI, Serviologic, The Wollongong Group, SMOS. Lost: Valley Data Sciences, Lang. Billings breakdown: Newspapers 1%, magazines 98%, other 1%. Employes: 25. Top execs: Victor Imahara, Alan Imahara, Peter Keep.

Phone: (408) 727-2222.

**Rick Johnson & Co.**, Albuquerque, reported gross income of $1,112,710 in 1983 on billings of $7,421,178. In 1982, it reported gross income of $928,927 on billings of $6,195,943. The agency did not break out volume for either year. Accounts gained: Angel Fire Ski Resort; Sen. Pete V. Domenici Committee, State of New Mexico Department of Tourism, Albuquerque Convention & Visitors Bureau; Rio Grande Zoo; Winrock Mall; Nisus Video; Omega Computers; R&D Associates; The Santa Fe Agency; Dorman/Nelson/Breen, Architects. Lost: Plateau Oil, Janus Galleries; Sports Center. Billings breakdown: Newspapers 15%, magazines 5%, radio 15%, spot tv 30%, cable tv 5%, outdoor 15%, direct mail 7%, point of sale 3%, other 5%. Employes: 33. Top exec: Eric D. Johnson, president.

Phone: (505) 881-7333.

**Kraft Smith**, Seattle, reported gross income of $1,793,784 in 1983 on billings of $12,804,188. In 1982, it reported gross income of $2,487,376 on billings of $20,100,179. Volume in 1983 consisted of $7,624,685 in media, $1,731,206 in materials and services and $3,448,297 in capitalized fees. In 1982, volume consisted of $11,716,856 in media, $2,802,781 in materials and services and $5,580,542 in capitalized fees. Accounts gained: Pizza Hut, Metro Transit, Pacific Medical Center, Wapato Point, Direct Service Industries, John Rabel for Congress. Lost: Thousand Trails, Washington State Ferries. Billings breakdown: Newspapers 10%, magazines 5%, radio 20%, spot tv 55%, cable tv 2%, outdoor 2%, transit 2%, business papers 1%, direct mail 3%. Employes: 35. Top execs: Hugh Smith, chairman; Don Kraft, president; George Lowe, Terry Thompson, Steve Darland, James Winton, senior vps.

Phone: (206) 285-2222.

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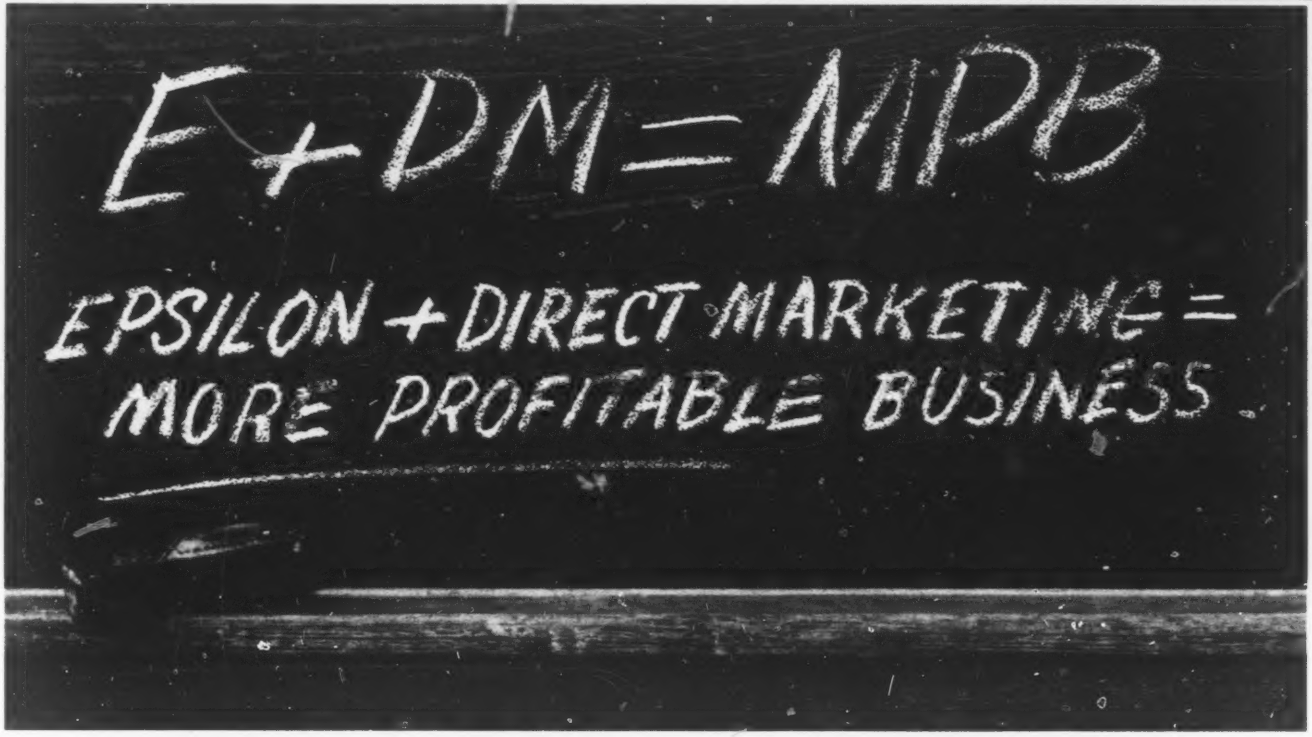

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## Gross income of $1,000,000 to $5,000,000

**Lenac, Warford, Stone**, Newport Beach, Cal., had estimated gross income of $1,490,670 in 1983 on reported billings of $9,937,800. In 1983, volume consisted of $1,382,200 in media, $1,104,900 in materials and services and $7,450,700 in capitalized fees. Accounts gained: Aqua-Lung division of U.S. Divers, Cappy Dobbs Development Co., El Torito Restaurants, PacTel, Automation Electronics Corp., AOC Insurance, Trimedyne. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, radio 10%, outdoor 5%, transit 5%, business papers 35%, point of sale 5%, direct mail 10%. Employes: 16. Top execs: Ralph Lenac, president; David Warford, vp; Don Stone, secretary-treasurer.

Phone: (714) 833-8435.

**Louis & Saul**, Santa Monica, Cal., reported gross income of $3,249,585 in 1983 on billings of $21,253,140 with net income of $739,281. Non-U.S. income in 1983 was $1,500,750, all in fees. In 1982, it reported gross income of $699,945 on billings of $4,666,840 with net income $157,489. No overseas income was reported in 1982. Volume in 1983 consisted of $13,575,350 in media, $2,340,120 in materials and services and $3,836,920 in capitalized fees. Overseas billings included $1,500,750 in capitalized fees through subsidiary Louis & Saul International, Hong Kong. In 1982, volume consisted of $3,275,750 in media, $310,550 in materials and services and $1,080,540 in capitalized fees. There were no overseas billings reported in 1982. Accounts gained: Jet American Airlines, King's Hawaiian Bread, Bon Ami Cleanser, Faultless Spray Starch, Pyromid International (overseas), Fresh Pak Wines, M. LaMont Wines, A.R. Morrow Brandy, Crwth Interactive Training Systems, Computer Humor Systems, Tofutti Frozen Desert, Kleen King Polish, Pacific East Airway, China Airways, John Brandon & Sons Tobacco (overseas). Lost: Jackie Sorenson's Aerobic Dancing. Billings breakdown: Newspapers 18%, magazines 14%, supplements 4%, radio 15%, spot tv 20%, outdoor 10%, transit 5%, business papers 5%, point of sale 5%, direct mail 3%, other 1%. Employes: 26 in three offices. Top execs: Saul I. Fruchthendler, president; Louis Goldberg, exec vp.

Phone: (213) 393-0507.

**Mendoza, Dillon & Asociados**, Newport Beach, Cal., reported gross income of $2,100,000 in 1983 on billings of $14,000,000. In 1982, it reported gross income of $1,800,000 on billings of $12,284,200. Volume in 1983 consisted of $2,000,000 in media, $1,300,000 in materials and services and $10,700,000 in capitalized fees. In 1982, volume consisted of $2,680,000 in media, $1,200,000 in materials and services and $8,404,200 in capitalized fees. Accounts gained: Ban Roll-On deodorant, Vitalis, Post cereals, Miller High Life/Miller Lite/Lowenbrau, Band-Aid Brand adhesive bandages, Pediatric Tylenol. Lost: Stroh's beer, Right Guard, Rice-A-Roni, Master Blend coffee. Billings breakdown: magazines 2%, radio 15%, network tv 40%, spot tv 40%, outdoor 3%. Employes: 17. Top execs: Richard E. Dillon, president-chairman; Nicolas O. Mendoza, senior vp.

Phone: (714) 851-1811.

**The Merchandising Factory**, San Francisco, reported gross income of $1,294,000 in 1983 on billings of $8,516,030. In 1982, it reported gross income of $600,300 on billings of $5,329,965. Volume in 1983 consisted of $810,900 in media, $3,109,500 in materials and services and $4,595,630 in capitalized fees. In 1982, volume consisted of $538,700 in media, $1,326,200 in materials and services and $3,465,065 in capitalized fees. Accounts gained: DHL Airways, ComputerLand Corp., GTE/Sprint Communications, Butcher Boy Food Products. Lost: None. Billings breakdown: Newspapers 5%, magazines 80%, radio 10%, point of sale 5%. Employes: 15. Top execs: Richard E. McClean, chairman; Joel S. Lewis, president; James A. Liguori, vp.

Phone: (415) 956-4990.

**Murray/Bradley**, Anchorage, reported gross income of $1,900,000 in 1983 on billings of $12,400,000. In 1982, it reported gross income of $1,500,000 on billings of $11,300,000. Volume in 1983 consisted of $1,800,000 in media, $1,200,000 in materials and services and $9,400,000 in capitalized fees. In 1982, volume consisted of $2,000,000 in media, $1,900,000 in materials and services and $7,400,000 in capitalized fees. Accounts gained: Alaska Mutual Bank, United Bank Alaska, Army/Navy Stores, Spenard Builders Supply, Alpine-Burtco, Carlin Development, Whitney-Fidalgo, Birtcher, McDonald & Frank. Lost: Capitol Glass, B&C Supply, Outdoor World, Maranuska Maid Dairy, Sheffield Enterprises, Alaska Chiropractic Society. Employes: 39 in two offices. Top execs: Rodney C. Bradley, president, Murray/Bradley; Connel L. Murray, chairman, Murray/Bradley; Erik Peterson, president, Murray/Bradley & Peterson.

Phone: (907) 276-6353.

**Phillips-Ramsey Co.**, San Diego, reported gross income of $4,966,300 in 1983 on billings of $33,125,200. In 1982, it reported gross income of $4,413,500 on billings of $29,438,000. Net income was $62,000 in 1983 and $69,000 in 1982. Volume in 1983 consisted of $9,540,200 in media, $2,385,100 in materials and services and $21,199,900 in capitalized fees. In 1982, volume consisted of $7,935,700 in media, $1,983,900 in materials and services and $19,518,400 in capitalized fees. Accounts gained: Aerojet General Corp., American Medical International, Carmel Mountain Ranch, Control Data Corp., Famous Pacific Fish Co., Grand Canyon National Park Lodges, Huber, Hunt & Nichols, IVAC, Louisiana Downs, Sun Aire, Taco Bell Franchise Assn. of Phoenix, Toyota Dealers Advertising Assn. of San Diego County, Transalert, Western Savings. Lost: Hoehn Motors, Mr. Steak, National University. Billings breakdown: Newspapers 18%, magazines 15%, radio 30%, spot tv 31%, outdoor 2%, business papers 4%. Employes: 108. Top execs: Richard D. Brooks, president; R. Page Jones, chairman; Charles C. Ramsey and Robert F. Smith, vice-chairmen.

Phone: (619) 574-0808.

**Pool/Sarraille Advertising**, Beverly Hills, Cal., had estimated gross income of $1,125,000 in 1983 on billings of $7,500,000. The agency did not provide figures for 1982 and did not break out billings for 1983. Billings breakdown: Newspapers 30%, magazines 30%, radio 15%, spot tv 5%, outdoor 5%, direct mail 10%, other 5%. Employes: 21 in two offices. Top execs: Harvey Pool, president; Edmonde Sarraille, exec vp.

Phone: (213) 659-9753.

**Roggers, French & Co.**, Irvine, Cal., reported gross income of $1,261,310 in 1983 on billings of $8,410,057. In 1982, it reported gross income of $887,077 on billings of $5,914,823. The agency had a non-U.S. income contribution of $217,335 on billings of $1,449,305 in 1983 compared to $180,362 in income on billings of $1,202,777 in 1982. Combined international and domestic volume in 1983 consisted of $4,678,500 in media, $1,082,900 in materials and services and $2,648,657 in capitalized fees. In 1982, volume consisted of $3,267,271 in media, $696,243 in materials and services and $1,951,309 in capitalized fees. Accounts gained: Asta Designs, New World Computers, Fissler USA. Lost: Yamaha (generators). Billings breakdown: Newspapers 3%, magazines 40%, radio 15%, spot tv 10%, network tv 7%, cable tv 5%, outdoor 5%, transit 3%, business papers 5%, point of sale 3%, direct mail 4%. Employes: 28 in 3 offices compared to 25 in 2 offices in 1982. Top execs: William C. French, president; Carol I. Malek, David H. McMichael, Jane Roggers, vps.

Phone: (714) 261-6122.

**Schenkein/Associates**, Englewood, Colo., reported gross income of $2,099,035 in 1983 on billings of $7,335,371 In 1982, the agency reported gross income of $1,971,146 on billings of $5,956,890. Net income was $59,330 in 1983 and $60,418 in 1982. Volume in 1983 consisted of $421,369 in media, $754,150 in materials and services and $6,159,852 in capitalized fees. In 1982, the agency's volume consisted of $561,876 in media, $706,317 in materials and services and $4,688,697 in capitalized fees. Accounts gained: Minibanks of Colorado, Duplers Furs, and GEFCO. Lost: Tamarron Resort, University National Bank. Billings breakdown: Newspapers 3%, magazines 13%, radio 3%, network tv 1%, outdoor 3%, direct mail 2% and other 75%. Employes: 20. Top exec: Robert A. Schenkein, president.

Phone: (303) 790-1773.

**Scott Lancaster Mills Atha**, Los Angeles, reported gross income of $1,886,500 in 1983 on billings of $14,526,400. In 1982, the agency reported gross income of $1,681,700 on billings of $13,038,000. Volume in 1983 consisted of $13,770,000 in media, $643,000 in materials and services and $113,400 in capitalized fees. In 1982, the agency's volume consisted of $12,420,000 in media, $528,000 in materials and services and $90,000 in capitalized fees. Accounts gained: Anmark Inc., Papel Inc., and Seafood Broiler. Lost: Los Angeles Hilton. Billings breakdown: Newspapers 11%, magazines 22%, radio 17%, network tv 14%, spot tv 26%, cable tv 1%, outdoor 3%, business papers 4%, point of sale 1%, direct mail 1%. Employes: 22 in two offices. Top execs: Stephen C. Scott, president; Peggy W. Lancaster and David W. Mills, senior vps.

Phone: (213) 552-6050.

**Scroggin & Fischer Advertising**, San Francisco, reported gross income of $1,169,635 in 1983 on billings of $8,645,251. In 1982, the agency reported gross income of $1,009,295 on billings of $7,708,595. Volume in 1983 consisted of $5,073,437 in media, $437,648 in materials and services and $3,134,166 in capitalized fees. In 1982, the agency's volume consisted of $3,911,247 in media, $711,339 in materials and services and $3,086,009 in capitalized fees. Accounts gained: Ramada Renaissance Hotels, Trade Plus, Walker Interactive Products, Voicemail, Emil Villa Restaurants and Blue Chip Electronics. Lost: Technicon Data Systems, China Airlines and Blue Star Lines. Billings breakdown: Newspapers 6.3%, radio 32%, network television 15%, spot television 33.7%, outdoor 0.5%, transit 0.5%, business papers 10.5% and farm publications 1.5%. Employes: 30. Top execs: Martin D. Fischer, president; Brice Schuller, senior vp; David Torme, senior vps; Robert B. Kern, vp-chief financial officer.

Phone: (415) 391-2694.

**Smith-Hemmings-Gosden**, El Monte, Cal., reported gross income of $4,177,000 in 1983 on billings of $37,762,450. In 1982, it reported gross income of $3,479,000 on billings of $26,909,000. Volume in 1983 consisted of $190,000 in media, $7,991,000 in materials and services and $29,581,450 in capitalized fees. In 1982, volume consisted of $134,000 in media, $6,151,000 in materials and services and $20,624,000 in capitalized fees. The agency did not list accounts gains or losses. Billings breakdown: Newspapers 1%, magazines 1%, direct mail 98%. Employes: 64. Top execs: Robert L. Hemmings, chairman; Freeman F. Gosden, president.

Phone: (213) 571-6600.

**Taylor Advertising**, Tucson, reported gross income of $1,517,000 in 1983 on billings of $10,371,000. In 1982, it reported gross income of $1,998,000 on billings of $12,935,000. Volume in 1983 consisted of $5,599,000 in media, $1,244,000 in materials and services and $3,528,000 in capitalized fees. In 1982, volume consisted of $6,654,000 in media, $1,419,000 in materials and services, $4,862,000 in capitalized fees. Accounts gained: Tuscon Greyhound Park. Lost: Arizona Office of Tourism. Billings breakdown: Newspapers 23%, magazines 3%, radio 15%, spot tv 40%, outdoor 19%. Employes: 34. Top exec: Jay Taylor, president.

Phone: (602) 624-0100.

**Tycer-Fultz-Bellack**, Palo Alto, Cal., reported gross income of $3,612,235 in 1983 on billings of $24,091,406 with net income of $515,207. In 1982, it reported gross income of $2,097,724 on billings of $14,629,844 with net income of $232,228. Volume in 1983 consisted of $4,173,081 in media, $1,085,761 in materials and services, $18,832,564 in capitalized fees. In 1982, volume consisted of $3,885,964 in media, $640,518 in materials and services and $10,103,362 in capitalized fees. Accounts gained: Atari, Chancellor Computer, Human Edge Software, Tolerant Systems, Zentec Corp. Lost: Atari, Britton-Lee, Envision, Quantum, Software Publishing, Zoecon. Billings breakdown: magazines 75%, business papers 20%, direct mail 5%. Employes: 76. Top execs: Del Tycer, president.

Phone: (415) 856-1600.

**Vantage Advertising & Marketing Associates**, San Leandro, Cal., reported gross income of $2,740,000 in 1983 on billings of $18,320,000. In 1982, it reported gross income of $2,314,000 on billings of $10,994,000. Volume in 1983 consisted of $17,656,000 in media and $664,000 in materials and services. In 1982, volume consisted of $10,462,000 in media and $532,000 in materials and services. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 30%, magazines 7%, radio 4%, network tv 32%, spot tv 26%, cable tv 1%. Employes: 22 in two offices. Top exec: Charles B. Foll, president-ceo.

Phone: (415) 352-3640.

**Vicom Associates**, San Francisco, reported gross income of $4,311,005 in 1983 on billings of $41,809,105. In 1982, it reported gross income of $2,906,095 on billings of $30,448,460. Volume in 1983 consisted of $7,739,114 in media, $5,182,188 in materials and services and $28,887,803 in capitalized fees. In 1982, volume consisted of $6,199,981 in media, $4,864,825 in materials and services and $19,383,654 in capitalized fees. Accounts gained: Cooper Vision, Professional Resources, Merck Sharp & Dohme International. Lost: IVAC, Hyland Labs. Billings breakdown: Magazines 50%, direct mail 12%, other 38%. Employes: 57 in two offices. Top execs: Robert W. Buechert, president; Reginald A. Bowes, exec vp; Thomas C. Spooner, Lester Barnett, senior vps.

Phone: (415) 391-8700.

**WFC Advertising**, Phoenix, reported gross income of $3,780,000 in 1983 on billings of $25,200,000. The agency last year had estimated gross income of of $1,650,000 on billings of $11,003,335. The agency did not supply a volume breakdown. Account gains and losses were not reported. Estimated billings breakdown: Newspapers 20%, business publications 5%, magazines 12%, outdoor 6%, spot tv 40%, radio, 8%, other 9%. Employes 37. Top exec: Frank L. Callahan, president.

Phone: (602) 277-3400.

**Wilton, Coombs, & Colnett**, San Francisco, reported gross income of $2,352,640 in 1983 on billings of $16,756,260 with net income of $258,160. In 1982, it reported gross income of $1,875,753 on billings of $12,969,811 with net income of $238,587. Volume in 1983 consisted of $10,787,850 in media, $1,178,850 in materials and services and $4,789,560 in capitalized fees. In 1982, volume consisted of $8,716,435 in media, $1,229,732 in materials and services and $3,023,644 in capitalized fees. Accounts gained: Sorcim, Embarcadero Center, Masstor. Lost: GTE. Billings breakdown: Newspapers 5%, magazines 76%, radio 3%, outdoor 1%, business papers 15%. Employes: 47. Top execs: Ronald H. Colnett, ceo; Clifford B. Wilton, president.

Phone: (415) 981-6250.

**Jack Wodell Associates**, San Francisco, reported gross income of $2,488,288 in 1983 on billings of $16,588,589. In 1982, it reported gross income of $2,263,467 on billings of $15,089,785. Volume in 1983 consisted of $13,025,496 in media, $250,091 in materials and services and $3,313,002 in capitalized fees. In 1982, volume consisted of $11,960,000 in media, $150,687 in materials and services and $2,979,022 in capitalized fees. Accounts gained: Lucasfilm Merchandise-licensing division, Herbert's Furs, Vaca Leather, Pebble Beach Sportswear, Liquor Emporium, Mark Twain Hotel, Metro-Goldwyn-Mayer/United Artists (San Francisco). Lost: MCA/Universal Pictures. Billings breakdown: Newspapers 62%, magazines 2%, radio 13%, spot tv 10%, outdoor 2%, transit 1%, public relations 10%. Employes: 37. Top execs: Jack Wodell, president-chairman; B.J. Valdes, exec vp; James Taylor, senior vp.

Phone: (415) 391-1350.

## Agencies: Under $1 million

**Kelly Adams Advertising**, York, Pa., reported gross income of $293,333 in 1983 on billings of $2,054,493. In 1982, the agency reported gross income of $196,550 on billings of $1,334,111. Volume in 1983 consisted of $795,017 in media, $281,674 in materials and services and $977,802 in capitalized fees. In 1982, the agency's volume consisted of $499,983 in media, $183,850 in materials and services and $650,278 in capitalized fees. Accounts gained: Gantner Swimwear, Penn Communications and MPSI. Lost: Capital Telecommunications. Billings breakdown: Newspapers 45%, magazines 5%, radio 15%, spot tv 25%, outdoor 5%, business papers 5%. Employes: 7. Top exec: Kelly Adams, president.

Phone: (717) 843-8035.

**Adelante Advertising**, New York, reported gross income of $675,000 in 1983 on billings of $5,550,525. In 1982, it reported gross income of $675,000 on billings of $5,550,525. Volume in 1983 consisted of $3,750,000 in media, $500,000 in materials and services and $1,050,525 in capitalized fees. In 1982, volume consisted of $3,750,000 in media, $500,000 in materials and services and $1,050,525 in capitalized fees. Overseas dollar volume was $250,000 for both years. Accounts gained: Alpo dog food. Lost: None. Billings breakdown: Newspapers 10%, magazines 10%, radio 30%, spot tv 30%, outdoor 10%, transit 5%, point of sale 5%. Employes: 15. Top exec: Seymour Davis, president.

Phone: (212) 696-0855.

**Advertising Management**, Brooklyn, N.Y., reported gross income of $186,281 in 1983 on billings of $1,242,167. In 1982, it reported gross income of $141,188 on billings of $941,450. Volume in 1983 consisted of $478,842 in media, $179,134 in ma-

## Eastern region

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Conn.
Pennsylvania
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terials and services and $584,191 in capitalized fees. In 1982, the agency's volume consisted of $418,160 in media, $128,785 in materials and services and $394,505 in capitalized fees. Accounts gained: Soho Soda, CRC Information Services, International Vintners and Pay TV of New York. Lost: United Media Enterprises. Billings breakdown: Newspapers 4%, magazines 34%, radio 1%, spot tv 1%, outdoor 6%, business papers 46%, other 8%. Employes: 7. Top exec: Roy W. Sloane, president.
Phone: (212) 624-4067.

**Alstin Advertising**, Philadelphia, reported gross income of $720,000 in 1983 on billings of $4,800,000. In 1982, it reported gross income of $645,000 on billings of $4,300,000. Volume in both years was all in media. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 85%, magazines 2%, radio 2%, outdoor 0.5%, business papers 10%, transit 0.5%. Employes: 21. Top exec: M.V. Schluth, president.
Phone: (215) 568-3200.

**Amsterdam Advertising**, Reading, Mass., reported gross income of $167,730 in 1983 on billings of $1,079,246. In 1982, it reported gross income of $131,684 on billings of $830,400. Volume in 1983 consisted of $504,466 in media, $117,545 in materials and services and $457,235 in capitalized fees. In 1982, volume consisted of $500,438 in media, $105,375 in materials and services and $224,587 in capitalized fees. Accounts gained: Acushnet Capacitor Co., Diamond Electro-Optics, Dynamics Research Corp., Luther & Maelzer, Electronic Instrument & Specialty Corp. Lost: GNT Automatic. Billings breakdown: Magazines 100%. Employes: 3. Top exec: Richard E. Amsterdam, president.
Phone: (617) 944-0634.

**Anderson Direct Response**, Doylestown, Pa., reported gross income of $226,500 in 1983 on billings of $1,433,000. In 1982, it reported gross income of $194,600 on billings of $1,240,500. Volume in 1983 consisted of $1,121,000 in media and $312,000 in materials and services. In 1982, volume consisted of $969,000 in media and $271,000 in materials. Accounts gained: Rotation Diet Co., Noticeable Difference. Lost: Telephone Marketing Group. Billings breakdown: Newspapers 5%, magazines 40%, supplements 10%, direct mail 45%. Employes: 5. Top execs: E. Leon Anderson, president; Barbara L. Anderson, vp.
Phone: (215) 794-5225.

**Arau & Goldberg**, Philadelphia, reported gross income of $652,500 in 1983 on billings of $4,350,000. It did not report figures for 1982. Volume in 1983 consisted of $750,000 in media, $1,000,000 in materials and services and $2,600,000 in capitalized fees. Accounts gained: Day-Timers Inc., Monumental Life Insurance, Presbyterian Ministers Fund, World Book Ins. Group. Billings breakdown: Newspapers 5%, magazines 15%, spot tv 20%, business papers 10%, point of sale 20%, direct mail 30%. Employes: 12. Top execs: Erwin B. Goldberg, president.
Phone: (215) 988-0545.

**Arnold Advertising**, Reading, Pa., had estimated gross income of $375,000 in 1983 on billings of $2,500,000. In 1982, it had estimated gross income of $360,000 on billings of $2,400,000. No volume breakout was provided. Accounts gained: Garland Commercial Industries, Pennsylvania Dutch Co., Weyerhauser (collateral only). Lost: NCI, Pulse. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, spot tv 10%, outdoor 20%, point of sale 10%, direct mail 10%. Employes: 8. Top exec: J. Douglas Arnold, president.
Phone: (215) 779-3153.

**Artim Advertisement**, Hamilton Square, N.J., reported gross income of $44,136 in 1983 on billings of $107,243. In 1982, it reported gross income of $14,090 on billings of $70,711. Volume in 1983 consisted of $23,161 in media, $9,846 in materials and services and $74,236 in capitalized fees. In 1982, volume consisted of $15,961 in media and $54,750 in capitalized fees. Accounts gained: A.C.E. Industrial. Billings breakdown: Magazines 100%. Top exec: John Artim, director.
Phone: (609) 587-3762.

**Ted Barkus Co.**, Philadelphia, had an estimated gross income of $628,928 in 1983 on billings of $4,192,856. In 1982, it had an estimated gross income of $464,397 on billings of $3,293,574. Volume in 1983 consisted of $1,418,101 in media, $236,780 in materials and services and $2,537,975 in capitalized fees. In 1982, volume consisted of $1,210,715 in media, $219,545 in materials and services and $1,863,314 in capitalized fees. Accounts gained: The Armm Group, Nairn America. Lost: None. Billings breakdown: Newspapers 16%, magazines 10%, supplements 2%, radio 12%, spot tv 22%, cable tv 5%, business papers 7%, point of sale 8%, direct mail 18%. Employes: 10. Top exec: Ted Barkus, president.
Phone: (215) 545-0616.

**Barron, Hillman & Mellnick**, Boston, had estimated gross income of $330,000 in 1983 on billings of $2,200,000. In 1982, it had estimated gross income of $300,000 on billings of $2,000,000. No volume breakout was provided. Billings breakdown: Newspapers 5%, radio 20%, spot tv 60%, transit 5%, other 10%. Employes: 7. Top exec: Ray Barron, president.
Phone: (617) 482-3883.

**Frank Barth Inc.**, New York, reported gross income of $919,000 in 1983 on billings of $6,494,000. No information was provided for 1982. Volume in 1983 consisted of $629,000 in media, $1,450,000 in materials and services and $4,415,000 in capitalized fees. Billings breakdown: Magazines 100%. Employes: 25 in two offices. Top execs: Katrine Barth, president; Norman Solomon, exec vp.
Phone: (212) 398-0820.

**Bates & Fawcett**, Darien, Conn., had an estimated gross income of $195,331 in 1983 on billings of $1,302,211. In 1982, it had an estimated gross income of $180,159 on billings of $1,201,062. Volume in 1983 consisted of $876,700 in media, $70,000 in materials and services and $355,511 in capitalized fees. In 1982, volume consisted of $854,900 in media, $88,700 in materials and services and $257,462 in capitalized fees. Billings breakdown: Newspapers 1%, radio 1%, business papers 75%, direct mail 17%, other 6%. Employes: 5. Top execs: Roger K. Fawcett, chairman;

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THE WEATHER CHANNEL

# Gross income under $1,000,000

Michael S. Ziegler, president.
Phone: (203) 655-8767.

**Belfaire Products**, Darien, Conn., had estimated gross income of $75,000 in 1983 on billings of $500,000. The agency did not provide figures for 1982 and did not break out volume for 1983. Accounts gained: Conair. Billings breakdown: Newspapers 10%, magazines 90%. Employes: 5. Top execs: Ralph L. Evans Jr., chairman; James P. Lee, president.
Phone: (203) 655-8911.

**Black & Musen**, East Longmeadow, Mass., reported gross income of $223,000 in 1983 on billings of $1,317,000. In 1982, it reported gross income of $220,000 on billings of $1,315,000. Volume in 1983 consisted of $736,000 in media, $127,000 in materials and services and $454,000 in capitalized fees. In 1982, volume consisted of $820,000 in media, $108,000 in materials and services and $387,000 in capitalized fees. Accounts gained: Target Industry, Kimball Cos., American Memorial Service, Reid Treatment Service. Lost: Haberman Insurance, Versa-Tags. Billings breakdown: Newspapers 7%, magazines 25%, radio 5%, spot tv 15%, business papers 30%, direct mail 10%, other 8%. Employes: 6. Top exec: Arthur Musen, president.
Phone: (413) 567-0361.

**Blackwood Associates**, Wellesley Hills, Mass., reported gross income of $410,000 in 1983 on billings of $2,647,000. No figures were reported for 1982. Volume in 1983 consisted of $1,010,000 in media, $237,000 in materials and services and $1,400,000 in capitalized fees. Accounts gained: Micro Systems International. Lost: None. Billings breakdown: Newspapers 8%, business papers 85%, point of sale 2%, direct mail 5%. Employes: 4. Top exec: Jerome C. Blackwood, president.
Phone: (617) 235-8602.

**Blair Advertising**, Rochester, N.Y., reported gross income of $649,059 in 1983 on billings of $4,327,060. In 1982, it reported gross income of $845,523 on billings of $5,636,820. Volume in 1983 consisted of $2,596,236 in media, $1,224,558 in materials and services and $506,266 in capitalized fees. In 1982, volume consisted of $2,821,192 in media, $2,156,898 in materials and services and $658,730 in capitalized fees. Accounts gained: Software Distribution Service, Xerox Service Group, Dodge Dealer Assn., Gannett Rochester Newspapers. Lost: Pass & Seymour, Pulsa Feeder. Billings breakdown: Newspapers 10%, magazines 25%, supplements 1%, radio 20%, spot tv 20%, network tv 1%, cable tv 1%, business papers 20%, farm publications 1%, direct mail 1%. Employes: 22 in two offices. Top execs: Jack Krushaar, president; Mat Adams, senior vp.
Phone: (716) 473-0440.

**Blumenthal/Herman Advertising**, Blue Bell, Pa., reported gross income of $272,578 in 1983 on billings of $1,817,689. In 1982, it reported gross income of $243,504 on billings of $1,623,667. Volume in 1983 consisted of $800,240 in media and $1,017,449 in capitalized fees. In 1982, volume consisted of $1,007,140 in media and $616,527 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 10%, radio 10%, spot tv 15%, cable tv 2%, business papers 30%, direct mail 15%, other 13%. Employes: 7. Top execs: Stephen D. Blumenthal; Justin R. Herman.
Phone: (215) 628-3050.

**Bolster & Kings**, Providence, R.I., reported gross income of $300,000 in 1983 on billings of $2,400,000. In 1982, it reported gross income of $300,000 on billings of $2,000,000. Volume in 1983 consisted of $192,000 in media and $2,208,000 in capitalized fees. In 1982, volume consisted of $192,000 in media and $1,808,000 in capitalized fees. Accounts gained: NRG Barriers, Plymouth Savings Bank, Tillotoson-Pearson flagpole division. Lost: None. The agency did not break down its billings. Employes: 5. Top execs: David W. Bolster, president; Philip Caswell, vp.
Phone: (401) 273-5330.

**Earle Bower Associates**, New York, reported gross income of $339,200 in 1983 on billings of $2,581,400. In 1982, it reported gross income of $322,500 on billings of $2,328,000. Volume in 1983 consisted of $1,456,000 in media, $327,700 in materials and services and $797,700 in capitalized fees. In 1982, volume consisted of $1,375,000 in media, $306,000 in materials and services and $647,000 in capitalized fees. Accounts gained: Avanti Motorcars, *Monthly Detroit* magazine. Lost: None. Billings breakdown: Newspapers 5%, magazines 40%, radio 5%, spot tv 25%, cable tv 25%. Employes: 7. Top exec: Earle Bower, president.
Phone: (212) 682-3920.

**Bradley, Dimmock & Hungerford**, New York, reported gross income of $726,536 in 1983 on billings of $5,245,631 with net income of $86,836. In 1982, it reported gross income of $546,2'8 on billings of $3,798,059 with net income of $63,384. Volume in 1983 consisted of $1,254,132 in media, $854,826 in materials and services and $3,136,673 in capitalized fees. In 1982, volume consisted of $509,974 in media, $706,462 in materials and services and $2,581,623 in capitalized fees. Accounts gained: Kiplinger Washington Newsletter, Meredith Corp. Billings breakdown: Newspapers 25%, magazines 30%, supplements 20%, spot tv 15%, direct mail 10%. Employes: 6. Top exec: David L. Dimmock, president.
Phone: (212) 697-6780.

**Jack Brahms Advertising**, Baltimore, had estimated gross income of $600,000 in 1983 on billings of $4,000,000. In 1982, it had estimated gross income of $450,000 on billings of $3,000,000. Volume in both years was all in media. Accounts gained: The Baltimore Spice Co. Billings breakdown: Newspapers 25%, radio 30%, spot tv 30%, business papers 15%. Employes: 12. Top execs: Jack Brahms, chairman; Sheldon Brahms, president; Judith Zimmerman, vp.
Phone: (301) 484-3993.

**Brewster Advertising**, Cambridge, Mass., reported gross income of $310,000 in 1983 on billings of $2,031,000. In 1982, it reported gross income of $261,000 on billings of $1,709,000. Volume in 1983 consisted of $664,000 in media, $206,000 in materials and services and $1,161,000 in capitalized fees. In 1982, volume consisted of $622,000 in media, $193,000 in materials and services and $894,000 in capitalized fees. Accounts gained: Software International, LeFiell Mfg., Zymark Corp. Lost: CE/IDC, Photochemical Research, Para Research. Billings breakdown: Newspapers 5%, magazines 50%, business papers 30%, point of sale 5%, direct mail 5%, other 5%. Employes: 6. Top execs: Donald R. Brewster, president; Marjorie W. Rines, Jim Noon, vps.
Phone: (617) 661-8318.

**Brown Advertising**, Somerset, N.J., reported gross income of $173,900 in 1983 on billings of $1,159,300. In 1982, it reported gross income of $158,605 on billings of $1,040,800. Volume in 1983 consisted of $527,300 in media, $362,000 in materials and services and $270,000 in capitalized fees. In 1982, volume consisted of $480,800 in media, $310,000 in materials and services and $250,000 in capitalized fees. Accounts gained: The Wagner Group, AGLO Cosmetics, Community Health Care of N.J., Score-Board Promotions, TUSA Electronics, Image Up, Edison Hair Care, Freeboard Sailing. Lost: Stoller Co. Billings breakdown: Newspapers 15%, magazines 25%, radio 5%, spot tv 5%, business papers 20%, point of sale 12%, direct mail 18%. Employes: 4. Top execs: Bernard Brown, president; Mildred Brown, exec vp.
Phone: (201) 246-2550.

**Caldwell/Reingold Group**, New York, reported gross income of $906,124 in 1983 on billings of $6,040,904. No information was provided for 1982. Volume in 1983 consisted of $4,806,732 in media, $477,127 in materials and services and $757,045 in capitalized fees. Accounts gained: Matlaw's Food Products, General Foods project. Billings breakdown: Newspapers 10%, magazines 30%, radio 5%, spot tv 30%, business papers 20%, direct mail 5%. Employes: 12. Top execs: Wallace E. Caldwell, president; Harry Reingold, exec vp.
Phone: (212) 953-1675.

**Cantin Elliott**, New York, reported gross income of $547,500 in 1983 on billings of $3,650,650. In 1982, it reported gross income of $532,000 on billings of $2,562,820. Volume in 1983 consisted of $2,100,000 in media, $250,000 in materials and services and $1,300,650 in capitalized fees. In 1982, volume consisted of $2,100,000 in media, $240,000 in materials and services and $973,820 in capitalized fees. Accounts gained: Atari, George Little Management. Lost: None. Billings breakdown: Newspapers 5%, magazines 30%, radio 35%, spot tv 5%, direct mail 25%. Employes: 20. Top execs: Don Cantin, president; Don Elliott, chairman.
Phone: (212) 696-5500.

**Jack Cantwell Inc.**, Englewood Cliffs, N.J., reported gross income of $678,825 in 1983 on billings of $4,518,750. In 1982, it reported gross income of $753,787 on billings of $5,017,000. Volume in 1983 consisted of $300,000 in media, $50,000 in materials and services and $4,168,750 in capitalized fees. In 1982, volume consisted of $950,700 in media, $58,000 in materials and services and $4,008,300 in capitalized fees. Accounts gained: PC Expo. Lost: Girandan Corp. (flavor division). Billings breakdown: Newspapers 20%, magazines 80%. Employes: 5. Top execs: Jack Cantwell, ceo; John Brooks, chairman.
Phone: (201) 568-7023.

**Christopher Thomas Associates**, Northport, N.Y., reported gross income of $770,000 in 1983 on billings of $5,865,418. In 1982, it reported gross income of $650,000 on billings of $4,959,828. Volume in 1983 consisted of $5,135,900 in media, $360,000 in materials and services and $369,518 in capitalized fees. In 1982, volume consisted of $4,335,500 in media, $300,500 in materials and services and $323,828 in capitalized fees. Accounts gained: Suburban Colonial Shoppes, Metropolitan Energy Council, Mittleman Cadillac, Computer Networks, N.Y. Arrows. Lost: Bayside Federal, Harran Trailways. Billings breakdown: Newspapers 40%, magazines 15%, radio 20%, spot tv 10%, transit 7.5%, direct mail 7.5%. Employes: 17. Top execs: Christopher B. Santry, president; Thomas M. Petrocine, Theodore Douglas, exec vps.
Phone: (516) 757-6622.

**Clark Direct Marketing**, New York, had estimated gross income of $602,000 in 1983 on billings of $4,014,100. In 1982, the agency reported gross income of $540,500 on billings of $2,710,280. The agency's volume in 1983 consisted of $880,000 in media, $1,600,000 in materials and services and $1,534,100 in capitalized fees. In 1982, volume consisted of $850,000 in media, $1,300,000 in materials and services and $560,280 in capitalized fees. Accounts gained: *Business Computing, U.S. News & World Report*, Commodore Computers magazines, Time-Life Music, *Cycle World*. Billings breakdown: Newspapers 10%, magazines 10%, spot tv 10%, cable tv 10%, direct mail 60%. Employes: 14. Top execs: Junius R. Clark, III.
Phone: (212) 661-9230.

**George P. Clarke Advertising**, New York, reported gross income of $986,011 in 1983 on billings of $6,571,405. In 1982, it reported gross income of $939,471 on billings of $6,269,800. Volume in 1983 consisted of $2,864,294 in media, $333,125 in materials and services and $3,373,986 in capitalized fees. In 1982, volume consisted of $2,855,293 in media, $315,732 in materials and services and $3,098,775 in capitalized fees. Accounts gained: William T. Thompson Inc., Fasolino Foods, Welda Inc., Security Pacific National Trust, Security Pacific Clearing Corp., Clifford Drake & Co., Antigua/Barbuda Department of Tourism. Lost: Murdock International. Billings breakdown: Newspapers 25%, magazines 15%, radio 10%, spot tv 10%, business papers 10%, point of sale 5%, direct mail 5%, other 20%. Employes: 16. Top execs: George P. Clarke, president.
Phone: (212) 490-2212.

**Communicators Group**, Brattleboro, Vt., reported gross income of $528,400 in 1983 on billings of $3,952,300. In 1982, it reported gross income of $467,800 on billings of $3,522,600. Volume in 1983 consisted of $1,353,200 in media, $618,800 in materials and services and $1,980,300 in capitalized fees. In 1982, volume consisted of $1,253,100 in media, $561,300 in materials and services and $1,708,200 in capitalized fees. Accounts gained: The Holstein Assn., Garden Way Publishing Co., Montgomery Real Estate Management, Stratton Mountain Corp. Lost: Energy Systems 2000, Mary Meyer Mfg. Billings breakdown: Newspapers 21%, magazines 22%, supplements 1%, radio 23%, spot tv 19%, outdoor 5%, business papers 8%, direct mail 1%. Employes: 15. Top execs: James E. Hormel, president.
Phone: (802) 257-4321.

**Communigraphics**, Woodbury, N.Y., had estimated gross income of $785,250 in 1983 on billings of $5,235,766. In 1982, it had estimated gross income of $795,000 on billings of $5,449,251. Volume in 1983 consisted of $867,068 in media, $243,536 in materials and services and $4,125,162 in capitalized fees. In 1982, volume consisted of $1,132,745 in media, $549,730 in materials and services and $3,766,776 in capitalized fees. Accounts gained: Charmilles Technologies Corp., Passat Corp., LVD Corp., Stanley Sheppard Co. Lost: Chemapec Inc., Holmor Inc., Sodick Inc. Billings breakdown: Newspapers 3%, business papers 74%, direct mail 5%, other 18%. Employes: 17 in two offices. Top execs: Walter Hutt, president; Barry Van Name, vp.
Phone: (516) 364-2333.

**Conti Advertising**, Montvale, N.J., had estimated gross income of $526,500 in 1983 on billings of $3,510,000. In 1982, it had estimated gross income of $557,700 on billings of $3,718,000. Volume in 1983 consisted of $950,000 in media, $1,025,900 in materials and services and $1,534,100 in capitalized fees. In 1982, volume consisted of $998,000 in media, $1,152,550 in materials and services and $1,567,450 in capitalized fees. Accounts gained: ATS Software, Alloy & Stainless Inc., Chipwich Inc., Devonsheer Melba Corp., Timex Clock division (special projects), On Line Software (special projects), Volvo Bus division, Volvo of America Corp. and Star-Glo Industries. Lost: M.A.N. Bus & Truck Corp., Swedish Wire Corp., I.F.E. Industries and American Dermal Corp. Billings breakdown: Newspapers 10%, magazines 20%, radio 10%, business papers 40%, point of sale 10%, direct mail 10%. Employes: 27. Top execs: Edward Conti, president; Richard Conti, exec vp; A. Guerrara, J. Richter, T. Piazza, J. Szymanski, P. Reinauer, vps.
Phone: (201) 391-4400.

**Cross Keys Advertising**, Doylestown, Pa., reported gross income of $80,085 in 1983 on billings of $638,973. In 1982, it reported gross income of $49,511 on billings of $437,130. No volume breakout was provided. Accounts gained: Mid-Atlantic Mausoleums, Environmental Concepts, Lambertville Travel, A.C. Elfman-Contractor, Wycombe Inn, Sew Smart Fabrics, Holbert Racing. Lost: Jules Pilch, Manovers Furniture, Carl N. Rist Furniture, Wycombe Inn, Sew Smart Fabrics. Billings breakdown: Newspapers 40%, magazines 5%, radio 25%, outdoor 15%, direct mail 15%. Employes: 5. Top exec: Laura Thompson, president.
Phone: (215) 345-5435.

**DFK Advertising**, New York, reported gross income of $525,000 in 1983 on billings of $3,500,250. It reported the same in 1982. For both years it reported volume of $2,750,000 in media, $250,000 in materials and services and $500,250 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 30%, magazines 30%, radio 20%, spot tv 10%, other 10%. Employes: 14. Top exec: David Krieger, president.
Phone: (212) 696-0766.

**Davis Advertising**, Worcester, Mass., reported gross income of $325,000 in 1983 on billings of $3,925,000. In 1982, it reported gross income of $300,000 on billings of $3,700,000. Volume in 1983 consisted of $3,500,000 in media, $100,000 in materials and services and $325,000 in capitalized fees. In 1982, volume consisted of $3,300,000 in media, $100,000 in materials and services and $300,000 in capitalized fees. Accounts gained: Harr Dodge. Lost: None. Billings breakdown: Newspapers 75%, magazines 5%, radio 15%, outdoor 2%, other 3%. Employes: 21. Top exec: Jeffrey Davis, president.
Phone: (617) 752-4615.

**Decker, Guertin & Cheyne**, Hartford, Conn., reported gross income of $851,423 in 1983 on billings of $7,491,400. In 1982, it reported gross income of $265,435 on billings of $3,836,811. Volume in 1983 consisted of $2,003,685 in media, $1,220,182 in materials and services and $4,267,533 in capitalized fees. In 1982, volume consisted of $1,011,277 in media, $945,879 in materials and services and $1,879,655 in capitalized fees. Accounts gained: W.E. Andrews Co., EASCO Hand Tools, The Liberty Bank For Savings, Otis Elevator, Shubert Performing Arts Center. Lost: Subway. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 43%, outdoor 2%. Employes: 24. Top execs: James Decker, Paul Guertin, Craig Cheyne.
Phone: (203) 522-6633.

**Dekrig Advertising**, New York, reported gross income of $820,000 in 1983 on billings of $7,450,000. In 1982, it reported gross income of $780,000 on billings of $6,964,000. Volume in 1983 consisted of $4,000,000 in media, $250,000 in materials and services and $3,200,000 in capitalized fees. In 1982, volume consisted of $3,800,000 in media, $230,000 in materials and services and $2,934,000 in capitalized fees. Accounts gained: Crest Uniform Co. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, business papers 70%. Employes: 21. Top exec: Arnold Krigsman, president.
Phone: (212) 532-3260.

**The Eddy Rucker Nickels Co.**, Cambridge, Mass., reported gross income of $243,453 in 1983 on billings of $1,629,407. In 1982, it reported gross income of $182,069 on billings of $1,222,567. Volume in 1983 consisted of $1,321 in media, $5,575 in materials and services and $1,622,511 in capitalized fees. In 1982, volume consisted of $1,797 in media, $10,132 in materials and services and $1,210,638 in capitalized fees. The agency did not break down its billings. Employes: 5. Top exec: George D. Sargent, president.
Phone: (617) 864-9300.

**Eidel Marketing Communications**, Briarcliff Manor, N.Y., formerly

Z/E/A Marketing Communications, reported gross income of $250,316 in 1983 on billings of $1,616,088. In 1982, it reported gross income of $365,750 on billings of $2,315,400. Volume in 1983 consisted of $827,000 in media, $159,000 in materials and services and $630,088 in capitalized fees. In 1982, volume consisted of $1,145,000 in media, $370,000 in materials and services and $800,400 in capitalized fees. Accounts gained: Best Foods (special projects); Penn Star Products; Nassau Center for the Developmentally Disabled, Nestworks Inc. Lost: FranStef Mfg. Co.; Emil Ascher Inc. Billings breakdown: Newspapers 25%, radio 5%, business papers 30%, direct mail 40%. Employes: 3. Top execs: Zeneth Eidel, president.

Phone: (914) 762-4985.

**Elbert Advertising**, Norwood, Mass., had an estimated gross income of $306,803 in 1983 on billings of $2,045,358. In 1982, it reported gross income of $339,755 on billings of $2,010,771. Volume in 1983 consisted of $593,602 in media, $241,350 in materials and services and $1,210,406 in capitalized fees. In 1982, volume consisted of $595,646 in media, $294,011 in materials and services and $1,121,114 in capitalized fees. Account gained: International Thermal Dispenser. Lost: None. Billings breakdown: Newspapers 13%, magazines 2%, radio 2%, spot tv 1%, business papers 70%, point of sale 5%, direct mail 6%, other 1%. Employes: 6. Top execs: Elbert A. Taitz, president.

Phone: (617) 769-7666.

**Emerson Lane Fortuna**, Boston, reported gross income of $914,129 in 1983 on billings of $8,089,635. In 1982, it reported gross income of $675,338 on billings of $4,502,257. Volume in 1983 consisted of $6,131,556 in media, and $1,958,079 in capitalized fees. In 1982, volume consisted of $3,027,360 in media, and $1,474,897 in capitalized fees. Accounts gained: Boston Gas, Harvard Community Health Plan, Cadmus Computer, Softrend Inc. Lost: None. Billings breakdown: Newspapers 5%, magazines 2.5%, radio 20%, spot tv 60%, outdoor 2.5%, direct mail 10%. Employes: 20. Top execs: Michael B. Fortuna, Keith D. Lane, senior vps.

Phone: (617) 720-2424.

**H.T. Fenton Associates**, Somerville, N.J., reported gross income of $685,723 in 1983 on billings of $4,572,834. In 1982, it reported gross income of $629 104 on billings of $4,195,261. Volume in 1983 consisted of $1,373,790 in media, $487,274 in materials and services and $2,711,771 in capitalized fees. In 1982, volume consisted of $1,260,358 in media, $447,040 in materials and services and $2,487,863 in capitalized fees. Accounts gained: Seaboard Foods, E.R. Squibb & Sons International (animal health division). Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, radio 10%, spot tv 3%, farm publications 45%, point of sale 2%, direct mail 7%, other 3%. Employes: 14. Top exec: Harry T. Fenton, president.

Phone: (201) 359-1100.

**Ferber Janklow Chimbel Bender**, New York, had estimated gross income of $955,350 in 1983 on billings of $6,369,000. In 1982, it had estimated gross income of $782,550 on billings of $5,217,000. Volume in 1983 consisted of $3,650,000 in media, $1,385,000 in materials and services and $1,334,000 in capitalized fees. In 1982, volume consisted of $3,100,000 in media, $1,050,000 in materials and services and $1,067,000 in capitalized fees. Accounts gained: Malden Mills, Showtime, JanSport Mountain Gear. Lost: McGregor Sportswear. Billings breakdown: Magazines 40%, radio 10%, spot tv 15%, business papers 20%, direct mail 15%. Employes: 13. Top execs: Bruce H. Janklow, president; David Bender, Robert Chimbel, exec vps; Murray Gerber, senior vp.

Phone: (212) 581-6780.

**Martin Fiderer Associates**, Englewood Cliffs, N.J., reported gross income of $493,000 in 1983 on billings of $3,650,000. In 1982, it reported gross income of $479,000 on billings of $3,355,000. Volume in 1983 consisted of $735,000 in media, $460,440 in materials and services and $2,454,560 in capitalized fees. In 1982, volume consisted of $625,000 in media, $429,000 in materials and services and $2,301,000 in capitalized fees. Accounts gained: Commerce Drug Co., H&R Phillips, Harcourt Brace Jovanovich (Healthcare Publications). Lost: None. Billings breakdown: Magazines 20%, direct mail 42%, other 38%. Employes: 9. Top exec: Martin Fiderer, president.

Phone: (201) 871-0422.

**Fones & Mann**, New York, has estimated gross income of $900,000 in 1983 on billings of $6,000,000. In 1982, it had estimated gross income of $750,000 on billings of $5,000,000. No volume breakout was provided. Accounts gained: Luxo Industries, DCN Industries. Billings breakdown: Newspapers 10%, magazines 5%, spot tv 20%, business papers 35%, direct mail 20%, other 10%. Employes: 10. Top execs: Maynard Fones, president; John Mann, chairman.

Phone: (212) 689-9870.

**Peter Forstenzer Inc.**, New York, reported gross income of $150,000 in 1983 on billings of $593,804. In 1982, it reported gross income of $110,000 on billings of $761,641. Volume in 1983 consisted of $435,577 in media and $158,227 in materials and services. In 1982, volume consisted of $577,730 in media and $183,911 in materials and services. Account gained: Innomed Inc. Lost: Religious Lists, Artoptic. Billings breakdown: Newspapers 10%, magazines 10%, business papers 60%, point of sale 5%, direct mail 15%. Employes: 2. Top execs: Peter Forstenzer, president.

Phone: (212) 697-8725.

**Foster Peterson & Kostopoulos**, Boston, reported gross income of $593,342 in 1983 on billings of $3,839,986. The agency did not report figures for 1982. Volume in 1983 consisted of $2,050,000 in media, $1,150,000 in materials and services and $639,986 in capitalized fees. Accounts gained: Methods & Solutions, Deweese Associates, Forum Corp., WLVI-TV (product), Polaroid sunglasses, Market Forge, Jamesbury Corp. (product). Lost: Norton-Process E division. Billings breakdown: Newspapers 30%, magazines 10%, radio 30%, spot tv 5%, outdoor 10%, point of sale 5%, direct mail 5%, other 5%. Employes: 12. Top execs: Robert Foster, president.

Phone: (617) 536-2525.

**Gann-Dawson**, Scranton, Pa., reported gross income of $773,936 in 1983 on billings of $5,161,124. In 1982, it reported gross income of $745,286 on billings of $4,970,316. Volume in 1983 consisted of $1,809,267 in media, $246,712 in materials and services and $3,105,145 in capitalized fees. In 1982, volume consisted of $1,228,449 in media, $249,822 in materials and services and $3,492,045 in capitalized fees. Accounts gained: Buck Hill Inn, Catholic Golden Age, Cement National Bank, Sandvik Steel, Norbank Life Insurance, Norbanc Lease, Uni-Marts, Unico, Wyoming Valley Clinic. Billings breakdown: Newspapers 35%, magazines 2%, radio 9%, spot tv 30% outdoor 3%, business papers 20%, other 1%. Top execs: William M. Dawson, chairman; William M. Dawson III, president; John Herron Jr., exec vp.

Phone: (717) 343-6551.

**Donald W. Gardner Advertising**, Beverly, Mass., had estimated gross income of $315,000 in 1983 on billings of $2,100,000. In 1982, it had estimated gross income of $300,000 on billings of $2,000,000. No volume breakout was provided. Billings breakdown: Newspapers 5%, magazines 40%, radio 5%, spot tv 10%, direct mail 30%, other 10%. Top exec: Robert E. Graham, president.

Phone: (617) 227-5517.

**Glasheen Advertising**, New York, reported gross income of $998,000 in 1983 on billings of $7,602,200. In 1982, it reported gross income of $990,001 on billings of $7,434,974. Volume in 1983 consisted of $4,200,300 in media, $200,100 in materials and services and $3,201,800 in capitalized fees. In 1982, volume consisted of $3,920,000 in media, $232,000 in materials and services and $3,282,974 in capitalized fees. Accounts gained: Posnack Computer Corp., Roller Ball pens, Saint Tropez pens, White Ball pens, DecoColor pens, DecoLiner pens, LePlume Market. Lost: Peter Pan Records, Windsor Total Video, Executive Complex. Billings breakdown: Newspapers 15%, magazines 30%, spot tv 10%, business papers 20%, point of sale 10%, direct mail 15%. Employes: 5. Top exec: Pete Glasheen, president.

Phone: (212) 355-7920.

**Goff Communications**, Corning, N.Y., reported gross income of $311,592 in 1983 on billings of $2,077,281. In 1982, it reported gross income of $277,156 on billings of $1,847,316. Volume in 1983 consisted of $1,135,478 in media, $374,706 in materials and services and $567,097 in capitalized fees. In 1982, volume consisted of $961,145 in media, $351,177 in materials and services and $534,994 in capitalized fees. Accounts gained: The Hilliard Corp., Foresight Education Center. Billings breakdown: Newspapers 32%, magazines 2%, radio 18%, spot tv 4%, outdoor 2%, business papers 36%, point of sale 1%, direct mail 5%. Employes: 8. Top exec: H. David Goff, president.

Phone: (607) 962-2431.

**Gonsor & Wilson Communications**, Westport, Conn., reported gross income of $237,000 in 1983 on billings of $959,900. In 1982, it reported gross income of $196,000 on billings of $831,900. Volume in 1983 consisted of $192,400 in media, $473,000 in materials and services and $294,500 in capitalized fees. In 1982, volume consisted of $222,900 in media, $381,000 in materials and services and $228,000 in capitalized fees. Accounts gained: Coleco Industries Project, Muller Air Freight, Qualitron Corp., IPCO Home Health Systems, Peter Ferucci Consultants. Lost: Program Design Inc. Billings breakdown: Newspapers 5%, magazines 15%, business papers 10%, direct mail 2%, other 68%. Employes: 8. Top execs: Hamilton Wilson, president.

Phone: (203) 222-0233.

**Greene & Claire**, New York, reported gross income of $920,000 in 1983 on billings of $6,900,000. Included in its gross income was $90,000 on overseas volume of $600,000. In 1982, it reported gross income of $833,000 on billings of $5,852,000. Included in the total gross was $93,000 from overseas volume of $620,000. U.S. volume in 1983 consisted of $3,800,000 in media, $1,100,000 in materials and services and $1,400,000 in capitalized fees. In 1982, volume consisted of $3,166,000 in media, $939,000 in materials and services and $1,127,000 in capitalized fees. Accounts gained: Asahi Chemical Industry, Florida Drum Co., MPO Videotronics. Lost: Weatherbee Coats. Billings breakdown: Newspapers 20%, magazines 25%, supplements 10%, radio 5%, spot tv 10%, business papers 15%, point of sale 5%, direct mail 10%. Employes: 18. Top execs: Don Greene, ceo; Arthur Abravanel, vp.

Phone: (212) 695-5800.

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# Gross income under $1,000,000

**Greenwald/Christian Advertising**, Philadelphia, reported gross income of $824,955 in 1983 on billings of $5,500,000. In 1982, it reported gross income of $599,970 on billings of $4,000,000. Volume in 1983 consisted of $4,649,700 in media, $250,000 in materials and services and $600,300 in capitalized fees. In 1982, volume consisted of $3,399,800 in media, $200,000 in materials and services and $400,200 in capitalized fees. Accounts gained: The Palace Hotel, Cafe Royal, VU/TEXT Information Services, Ryland Homes, Harry's Bar & Grill, Johns Inc., Contemporary Furniture and Ethan Allen Stores. Lost: None. Billings breakdown: Newspapers 30%, magazines 8%, radio 30%, network tv 25%, outdoor 2%, transit 1%, business papers 1%, direct mail 2%, other 1%. Employes: 14. Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp.

Phone: (215) 568-9797.

**Gregory & Clyburne**, New Canaan, Conn., had estimated gross income of $562,500 in 1983 on billings of $3,750,000. In 1982, it had estimated gross income of $550,275 on billings of $3,668,500. No volume breakout was provided. Figures do not include those of subsidiaries The Printing Press and Clyburne Mailing Services. Accounts gained: Flowers of the World, Amcal Inc. Lost: Whitney Communications. Billings breakdown: magazines 25%, radio 10%, business papers 20%, direct mail 35%, other 10%. Employes: 13 in two offices. Top execs: James Gregory, president.

Phone: (203) 966-8343.

**Haley & Ruckle Advertising**, Boston, founded in 1983, reported gross income of $300,000 in 1983 on billings of $1,897,000. Volume in 1983 consisted of $887,000 in media, $323,000 in materials and services and $687,000 in capitalized fees. Accounts gained: Bay Tower Room Restaurant, Great Cuts Haircutting Shops, Itran Industrial Vision Systems, Queen's Quay Terminal Toronto, Security Deposit Corp., American Automobile Assn., Massachusetts Travel Bureau, Hawthorne Place Condominiums, Graduate School of Business, Northeastern University. Lost: Fisher Hill Estates. Billings breakdown: Newspapers 25%, magazines 10%, radio 35%, spot tv 10%, business papers 10%, transit 5%, point of sale 5%. Employes: 7. Top exec: Edgar Ruckle, president.

Phone: (617) 542-7777.

**Hart/Conway**, Rochester, N.Y., reported gross income of $813,830 in 1983 on billings of $6,076,729. In 1982, it reported gross income of $785,270 on billings of $5,238,937. Volume in 1983 consisted of $2,953,749 in media, $147,273 in materials and services and $2,975,707 in capitalized fees. In 1982, volume consisted of $2,297,348 in media, $187,100 in materials and services and $2,754,489 in capitalized fees. Accounts gained: Eastwood Management, Hub-Langie Fuels, Rochester Bronze, Rochester Monroe County War Memorial Promotions, USGA Senior Open. Billings breakdown: Newspapers 39%, radio 29%, spot tv 17%, outdoor 11%, transit 1%, business papers 3%. Employes: 20. Top execs: Peter Whitcombe, president; William Westerfield, exec vp.

Phone: (716) 232-2930.

**Hazard Advertising Co.**, New York, reported gross income of $860,000 in 1983 on billings of $6,300,000. In 1982, it reported gross income of $700,000 on billings of $4,780,000. Volume in 1983 consisted of $3,500,000 in media, $800,000 in materials and services and $2,000,000 in capitalized fees. In 1982, volume consisted of $2,800,000 in media, $650,000 in materials and services and $1,330,000 in capitalized fees. Accounts gained: Buckeye Oil Co. Billings breakdown: Newspapers 10%, radio 2%, spot tv 1%, outdoor 3%, business papers 28%, farm publications 2%, point of sale 5%, direct mail 20%, other 29%. Employes: 21 in two offices. Top exec: William Mordwin, president.

Phone: (212) 891-5346.

**Hill Hays Associates**, Randolph, Vt., reported estimated gross income of $320,000 and net income of $40,000 in 1983 on billings of $2,133,881. In 1982, it reported estimated gross income of $304,000 and net income of $45,000 on billings of $2,025,500. Volume in 1983 consisted of $825,000 in media, $222,058 in materials and services and $1,086,823 in capitalized fees. In 1982, volume consisted of $875,000 in media, $150,000 in materials and services and $1,000,500 in capitalized fees. Accounts gained: Imaging Technologies, Sconnix Group Broadcasting, Surfcoaster. Lost: Montpelier Tavern Inn, South Down Farm. Billings breakdown: Newspapers 25%, magazines 5%, radio 25%, spot tv 25%, outdoor 5%, point of sale 5%, direct mail 5%, other 5%. Employes: 7. Top execs: Alfred W. Hill, president; Paul J. Sullivan, exec vp.

Phone: (802) 728-9624.

**Hirsch Elliott Inc.**, New York, reported gross income of $510,000 in 1983 on billings of $3,746,490. In 1982, it reported gross income of $478,540 on billings of $3,017,959. Volume in 1983 consisted of $711,000 in media, $1,388,000 in materials and services and $1,647,490 in capitalized fees. In 1982, volume consisted of $551,000 in media, $979,549 in materials and services and $1,487,410 in capitalized fees. Accounts gained: DunsPlus (recruiting, advertising). Billings breakdown: Newspapers 25%, magazines 1%, radio 1%, business papers 30%, direct mail 4%, other 39%. Employes: 19. Top execs: Don Elliott, president; Bernie Hirsch, exec vp.

Phone: (212) 686-6452.

**Michael Holmes & Co.**, New York, formerly Deering & Holmes, reported gross income of $562,187 in 1983 on billings of $3,749,147. In 1982, it reported gross income of $400,502 on billings of $2,670,276. Volume in 1983 consisted of $1,253,339 in media, $30,569 in materials and services and $2,465,239 in capitalized fees. In 1982, volume consisted of $2,107,258 in media, $41,924 in materials and services and $521,094 in capitalized fees. Accounts gained: Lafayette Electronics; P.& G. Productions (special projects); International Youth Year; Lever Bros. (special projects); Dollar Dry Dock Savings Bank (special projects). Lost: None. Billings breakdown: Newspapers 11%, magazines 2%, radio 1%, spot tv 84%, cable tv 2%. Employes: 10. Top exec: Michael J. Holmes, president.

Phone: (212) 333-2671.

**Image Dynamics**, Baltimore, Md., reported gross income of $724,375 in 1983 on billings of $8,597,912. In 1982, it reported gross income of $590,611 on billings of $6,804,763. Volume in 1983 consisted of $1,121,418 in media and $7,476,494 in capitalized fees. In 1982, volume consisted of $887,192 in media and $5,917,571 in capitalized fees. Accounts gained: Tuerkes/Beckers, Meridian Healthcare Co., Westinghouse Electric Corp., Arlington Television Corp., Peabody Court. Lost: Mansion Fine Arts. Billings breakdown: Newspapers 27%, magazines 20%, radio 20%, spot tv 15%, cable tv 2%, outdoor 3%, business papers 10%, transit 1%, direct mail 2%. Employes: 20. Top exec: Phyllis B. Brotman, president.

Phone: (301) 539-7730.

**Iversen Norman Associates**, Tarrytown, N.Y., reported estimated gross income of $160,000 in 1983 on billings of $1,066,812. In 1982, it reported estimated gross income of $142,000 on billings of $940,134. Volume in 1983 consisted of $346,824 in media, $644,797 in materials and services and $75,191 in capitalized fees. In 1982, volume consisted of $399,028 in media, $383,040 in materials and services and $158,066 in capitalized fees. Accounts gained: H.A. Manning Co., Father Flanagan's Boys Home. Billings breakdown: Newspapers 13%, magazines 17%, radio 2%, direct mail 68%. Employes: 14. Top execs: Clyde A. Norman, president; Carmen V. Norman, vp.

Phone: (914) 630-8090.

**JRL Advertising & Sales Promotion**, Chester Springs, Pa., reported gross income of $375,000 in 1983 on billings of $2,500,000. In 1982, it reported gross income of $390,000 on billings of $2,600,000. Volume in 1983 consisted of $1,300,000 in media, $400,000 in materials and services and $800,000 in capitalized fees. In 1982, volume consisted of $1,200,000 in media, $400,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: Hertz-Penske Leasing. Lost: KHI Anesthesiology. Billings breakdown: Newspapers 2%, magazines 10%, business papers 25%, point of sale 3%, direct mail 25%, other 35%. Employes: 5. Top exec: John R. Landan Jr., president.

Phone: (215) 827-9127.

**Jason Group**, New York, reported gross income of $768,000 in 1983 on billings of $7,625,000. In 1982, it reported gross income of $500,000 on billings of $5,620,000. Volume in 1983 consisted of $5,125,000 in media and $2,500,000 in materials and services. In 1982, volume consisted of $3,750,000 in media and $1,870,000 in capitalized fees. Accounts gained: Harodite, Bradford National, General Syndicators of America, Radio TV Reports, Fisher-Stevens, Viva Optique. Billings breakdown: Newspapers 20%, magazines 45%, radio 10%, spot tv 15% business papers 10%. Employes: 8. Top exec: Art Sasso, president.

Phone: (212) 759-9583.

**KRS Communications**, Hempstead, N.Y., reported gross income of $385,181 in 1983 on billings of $1,241,166. In 1982, it reported gross income of $298,836 on billings of $1,185,464. Volume in 1983 consisted of $569,471 in media, $581,242 in materials and services and $90,453 in capitalized fees. In 1982, volume consisted of $722,905 in media, $375,086 in materials and services and $65,473 in capitalized fees. Accounts gained: Hastings Tile, Il Bagno Collection, Fila Boutique, Michael Marketing International, International Wine Co., Danbury Pharmacal, Clark Surgical Co., Equis Medical Co., Elastomer Seal Co. Lost: Henry Schein Inc. (dental division). Billings breakdown: Newspapers 10%, magazines 40%, radio 5%, spot tv 5%, point of sale 10%, direct mail 10%, other 20%. Employes: 15. Top exec: Philip S. DiMarco, president.

Phone: (516) 292-9780.

**Kalmar Responsive Ad/Marketing Corp.**, Fort Lee, N.J., had estimated gross income of $798,000 and net income of $290,000 in 1983 on billings of $5,320,000. In 1982, it had estimated gross income of $750,000 and net income of $260,000 on billings of $5,000,000. Volume in 1983 consisted of $3,400,000 in media and $1,920,000 in materials and services. In 1982, volume consisted of $3,250,000 in media and $1,750,000 in materials and services. Accounts gained: Volvo Penta of America, Copal (U.S.A.), Sima Products Corp. and Salvarani Design. Lost: None. Billings breakdown: Newspapers 5%, magazines 60%, radio 5%, network tv 5%, cable tv 3%, outdoor 2%, business papers 5%, point of sale 15%. Employes: 12. Top execs: Albert E. Markarian, chairman-ceo; Doris S. Wiese, president-chief operating officer.

Phone: (201) 947-7770.

**Kaufman & Maraffi**, New York, reported gross income of $822,000 in 1983 on billings of $7,800,000. In 1982, it reported gross income of $800,000 on billings of $7,157,000. Volume in 1983 consisted of $5,178,000 in media, $1,622,000 in materials and services and $1,000,000 in capitalized fees. In 1982, volume consisted of $4,490,000 in media, $2,000,000 in materials and services and $667,000 in capitalized fees. Accounts gained: Berlitz (special projects), Orient Express Hotels and Direct Response, Le Pavillon Hotels, Ferrovanadium Ltd. Lost: Garden City Hotel. Billings breakdown: Newspapers 60%, magazines 20%, radio 15%, spot tv 2%, direct mail 3%. Employes: 10. Top execs: John B. Maraffi, president; John B. Kaufman, chairman.

Phone: (212) 867-0670.

**Keller Haver Inc.**, New York, reported gross income of $375,000 in 1983 on billings of $2,710,000. No figures were reported for 1982. In 1983, volume consisted of $1,965,000 in media, $225,000 in materials and services and $520,000 in capitalized fees. Accounts gained: Pulco Import Co., Voyager Emblem. Billings breakdown: Newspapers 25%, magazines 20%, spot tv 10%, transit 35%, business papers 5%, point of sale 5%. Employes: 10. Top exec: Gerald H. Keller, president.

Phone: (212) 752-4400.

**Kenney Advertising**, Natick, Mass., reported gross income of $785,000 in 1983 on billings of $5,736,000. In 1982, it reported gross income of $560,000 on billings of $4,212,000. Volume in 1983 consisted of $4,055,000 in media and $1,681,000 in capitalized fees. In 1982, volume consisted of $4,212,000 in media alone. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 85%, radio 3%, business papers 12%. Top execs: Roberta Kenney Taylor, president; Patricia Armstrong, Donald Dansker, senior vps.

Phone: (617) 237-7047.

**Koehler Iversen**, New York, had estimated gross income of $520,000 in 1983 on billings of $3,466,700. In 1982, it had estimated gross income of $439,506 on billings of $2,930,040. Volume in 1983 consisted of $3,400,000 in media, $66,700 in capitalized fees. In 1982, volume consisted of $2,850,000 in media, and $80,040 in capitalized fees. Accounts gained: Health Care Division of Amalgamated Bank of New York. Lost: InterRoyal Corp. Billings breakdown: Newspapers 30%, radio 30%, business papers 15%, direct mail 5%, other 20%. Employes: 20 in two offices. Top execs: W. Peter Koehler, president; Peter W. Iversen, senior vp; Monique S. Koehler, exec vp.

Phone: (212) 686-0880.

**Gene K. Kolber Advertising Inc.**, Willow Grove, Pa., reported gross income of $950,000 in 1983 on billings of $6,900,000. In 1982, the agency reported gross income of $850,000 on billings of $6,400,000. The agency's volume in both years was all in media. Accounts gained: Mid-Atlantic, The Meadows, Stevenson Village, Jack W. Blumenfeld, Claridge Hotel & Casino, Inn of the Dove, Financial Guardian, Kings Collar, Video Village, Make Believe. Lost: Aloe Charm Cosmetics, 1600 Church Road. Billings breakdown: Newspapers 55%, magazines 10%, radio 10%, cable 5%, spot tv 5%, outdoor 10%, direct mail 5%. Employes: 15 in two offices. Top exec: Gene K. Kolber, president.

Phone: (215) 657-4600.

**Kopf & Isaacson Advertising**, Melville, N.Y., reported gross income of $370,000 in 1983 on billings of $2,256,700. In 1982, it reported gross income of $280,000 on billings of $1,563,350. Volume in 1983 consisted of $1,320,000 in media, $870,000 in materials and services and $66,700 in capitalized fees. In 1982, volume consisted of $910,000 in media, $620,000 in materials and services and $33,350 in capitalized fees. Accounts gained: Circuit Technology, Silver Lake Cookies, Manof Communications, NAPCO Security Systems, Logitek. Lost: Quoizell Lighting. Billings breakdown: Newspapers 5%, magazines 80%, business papers 10%, direct mail 5%. Employes: 12. Top exec: Andrew Isaacson, president.

Phone: (516) 293-6115.

**Hal Langerman Co.**, Center Square, Pa., reported gross income of $554,600 in 1983 on billings of $4,081,219. In 1982, it reported gross income of $470,000 on billings of $3,275,000. Volume in 1983 consisted of $175,000 in materials and services and $3,906,219 in capitalized fees. In 1982, volume consisted of $150,00 in materials and services and $3,125,000 in capitalized fees. Accounts gained: The Prudential Insurance Co. of America/American Association of Retired Persons, Continental American Insurance Co., Colonial Penn Group, Montgomery Ward Life Insurance Co. Lost: National Liberty Marketing. Billings breakdown: Direct mail 80%, other 20%. Employes: 6. Top execs: Hal Langerman, president; Doris Tustin, partner.

Phone: (215) 275-1901.

**Lardis, McCurdy & Co.**, Meriden, Conn., reported gross income of $494,000 in 1983 on billings of $4,152,000. In 1982, it reported gross income of $359,000 on billings of $3,165,000. Volume in 1983 consisted of $1,099,000 in media, $1,786,000 in materials and services and $1,267,000 in capitalized fees. In 1982, volume consisted of $972,000 in media, $1,286,000 in materials and services and $907,000 in capitalized fees. Accounts gained: Rose-Holland-House, Creative Tools, FirstBancorp, United Way of Greater New Haven. Lost: None. Billings breakdown: Newspapers 15%, magazines 25%, radio 5%, spot tv 4%, cable tv 1%, outdoor 5%, point of sale 35%, other 10%. Employes: 12. Top execs: John S. McCurdy, president; Jack A. Lardis, vp.

Phone: (203) 776-0851

**Larwin/Livers Associated**, Huntingdon Valley, Pa., reported gross income of $945,000 in 1983 on billings of $8,399,200. In 1982, it reported gross income of $805,000 on billings of $8,000,000. Volume in 1983 consisted of $1,475,000 in media, $1,028,800 in materials and services and $5,896,200 in capitalized fees. In 1982, volume consisted of $1,376,900 in media, $1,053,650 in materials and services and $5,569,450 in capitalized fees. Accounts gained: Delta Data Systems Corp., Honeywell Power Sources Center, Levin Associates. Lost: Alphawire Corp., General Electric Space Systems Div., National Metalizing. Billings breakdown: Business papers 74%, point of sale 1%, direct mail 20%, other 5%. Employes: 22. Top exec: Stephen S. Livers, president.

Phone: (215) 938-0400.

**Lessner Slossberg Gahl & Partners**, Avon, Conn., reported gross income of $733,031 in 1983 on billings of $4,301,519. In 1982, it reported gross income of $756,000 on billings of $3,594,604. Volume in 1983 consisted of $786,154 in media, $1,033,692 in materials and services and $2,481,673 in capitalized fees. In 1982, volume consisted of $881,924 in media, $1,725,000 in materials and services and $987,680 in capitalized fees. Accounts gained: Adams Super Markets, Colonial Bancorp, Collins Development-real estate division, Canterbury Food Service, Restaurants of Distinction, D.T. Marini Co., Dimartino Co., Suffolk Management Co. Lost: Sheaffer Eaton, Durfee Attleboro Bank, Falmouth National Bank, First Agricultural Bank, Liberty Bank, Seth Thomas Clocks. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 15%, outdoor 5%, business papers 5%, point of sale 10%, direct mail 10%. Employes: 17. Top execs: Gary Lessner, president; Richard Slossberg, exec vp; John Gahl, Albert Curt, senior vps.

Phone: (203) 674-1902.

**Levy Advertising Associates**, New York, reported gross income of $360,500 in 1983 on billings of $2,249,770. In 1982, it reported gross income of $347,635 on billings of $1,961,760. Volume in 1983 consisted of $705,135 in media, $904,850 in materials and services and $639,785 in capitalized fees. In 1982, volume con-

sisted of $475,580 in media, $485,445 in materials and services and $1,000,735 in capitalized fees. Accounts gained: Casa del Mar, Aruba. Lost: None. Billings breakdown: supplements 20%, business papers 80%. Top execs: David Levy, president.
Phone: (212) 921-4400.

**MSA Advertising**, Philadelphia, reported gross income of $313,200 in 1983 on billings of $2,087,728. In 1982, it reported gross income of $272,000 on billings of $1,951,130. Volume in 1983 consisted of $1,310,000 in media, $121,400 in materials and services and $656,328 in capitalized fees. In 1982, volume consisted of $1,250,000 in media, $107,500 in materials and services and $593,630 in capitalized fees. Accounts gained: Human Resources Network, Fischer Publishing, Henry Mann Inc. Lost: The Electronic Office. Billings breakdown: Newspapers 27.5%, magazines 12.1%, radio 8%, business papers 27.5%, point of sale 4.2%, direct mail 20.7%. Employes: 7. Top exec: Michael Schwartz, president.
Phone: (215) 546-8000.

**Mad Ave East**, Melville, N.Y., had gross income of $662,661 in 1983 on billings of $4,418,000. In 1982, it had gross income of $603,895 on billings of $4,026,000. Volume in both years was all in media. Accounts gained: Erin Data Systems & Services, Gull Corp., Schacker Realty, Thorn EMI Gencom, Choice Vend Industries. Lost: Circuit Technology. The agency did not break down its billings. Employes: 18. Top execs: Bob Feldheim, president; Bob Sanna, exec vp, Marie Cuozzo, senior vp.
Phone: (516) 293-3680.

**Malek Group**, New York, reported gross income of $690,221 in 1983 on billings of $1,511,781. In 1982, it reported gross income of $768,269 on billings of $1,781,594. Volume in 1983 consisted of $361,368 in media, $183,957 in materials and services and $966,456 in capitalized fees. In 1982, volume consisted of $278,300 in media, $311,252 in materials and services and $1,192,042 in capitalized fees. Accounts gained: Tripp & Co., Hanover Data Systems, Bernard L. Madoff International, Business Investment Systems, HSF, Philon Inc., Richardson Greenshields. Lost: Mabon, Nugent & Co., Sun Carriers. Billings breakdown: Newspapers 50%, magazines 10%, radio 1%, direct mail 5%, other 34%. Employes: 8. Top exec: Judith Malek, president.
Phone: (212) 684-6103.

**Marcom Inc.**, East Windsor, Conn., reported gross income of $565,690 in 1983 on billings of $3,307,719. In 1982, it reported gross income of $619,458 on billings of $3,621,160. Volume in 1983 consisted of $592,049 in media, $697,725 in materials and services and $2,017,945 in capitalized fees. In 1982, volume consisted of $687,837 in media, $763,866 in materials and services and $2,169,457 in capitalized fees. Figures do not include those of subsidiary Marcom Public Relations. Accounts gained: Highline Products, Windsor Medical, Transkinetics, Vermedco, U.S. Olympic Committee, International Contractor Equipment-GE, DuBose Assn. Lost: Contromatics, Copytex, Redington Counters. Billings breakdown: Newspapers 5%, business papers 20%, direct mail 10%, other 65%. Employes: 15. Top execs: Kent T. Lewis, president; Jeremiah F. O'Connor, exec vp; Lester R. Allen, Jr., partner, Marcom Public Relations; Herbert M. Doherty, partner, Marcom Public Relations.
Phone: (203) 623-9856.

**Marketing Group**, Horsham, Pa., had estimated gross income of $368,300 in 1983 on billings of $2,455,335. In 1982, it had estimated gross income of $366,899 on billings of $2,445,995. Volume in 1983 consisted of $256,200 in media, $795,100 in materials and services and $1,404,035 in capitalized fees. In 1982, volume consisted of $230,300 in media, $825,000 in materials and services and $1,390,695 in capitalized fees. Accounts gained: Accept-A-Check, All-City Self Storage, Barclay Associates, DeLuca Enterprises, L. Lawrence Products, Liberty Federal Bank, Moore Push-Pin, Omni Video, Second Street Gallery. Lost: Amelia's Restaurant. Billings breakdown: Newspapers 10%, magazines 17%, supplements 3%, radio 8%, spot tv 2%, cable tv 3%, outdoor 1%, transit 1%, business papers 7%, point of sale 3%, direct mail 45%. Employes: 12. Top execs: James J. Notte, Robert J. Dean, Robert J. Miller, partners; Cynthia Mannes, vp.
Phone: (215) 233-4160.

**Matlin Co.**, Washington Crossing, Pa., had estimated gross income of $465,000 in 1983 on billings of $3,100,000. In 1982, it had estimated gross income of $420,000 on billings of $2,800,000. The company did not break out volume for 1982 or 1983. Accounts gained: Alnort, Creative Greenery, Glitsch Special Products, Henkels & McCoy. Lost: Precicontact. Billings breakdown: Business papers 80%, direct mail 20%. Employes: 8. Top exec: Nathaniel A. Matlin, president.
Phone: (215) 493-4033.

**McAdams & Ong**, Philadelphia, reported gross income of $966,700 in 1983 on billings of $18,389,200. In 1982, the agency reported gross income of $763,400 on billings of $15,142,040. The agency's volume in 1983 consisted of $12,200,000 in media, $1,120,000 in materials and services and $5,069,200 in capitalized fees. In 1982, the agency's volume consisted of $10,600,000 in media, $460,000 in materials and services and $4,082,040 in capitalized fees. Accounts gained: Logan Circuits and Atlantic Financial Federal. Lost: None. Billings breakdown: Newspapers 10%, magazines 10%, radio 40%, spot tv 31%, cable tv 2%, outdoor 1%, business papers 3%, direct mail 3%. Employes: 39. Top execs: Brian McAdams, chairman-ceo; William Thompson Ong, president.
Phone: (215) 893-4400.

**McAndrew Advertising**, Bronx, N.Y., had estimated gross income of $39,000 in 1983 on billings of $260,000. In 1982, it had estimated gross income of $36,750 on billings of $245,000. Volume in 1983 consisted of $100,000 in media, $160,000 in materials and services. In 1982, volume consisted of $100,000 in media, $145,000 in materials and services. Accounts gained: Quadro Inc. Lost: None. Billings breakdown: business papers 80%, direct mail 10%, other 10%. Employes: 3. Top exec: Robert McAndrew, president.
Phone: (212) 892-8660.

**McLaughlin, DelVecchio & Casey**, New Haven, Conn., reported gross income of $678,254 in 1983 on billings of $4,582,800. In 1982, it reported gross income of $617,000 on billings of $4,275,000. The agency did not break down its volume for either year. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 25%, magazines 60%, radio 5%, spot tv 10%, Employes: 10. Top execs: James W. McLaughlin, president; Pasquale DelVecchio, David B. Casey, vps.
Phone: (203) 624-4151.

**Melgar Nordlinger Inc.**, New York, reported estimated gross income of $200,000 in 1983 on billings of $1,283,100. No information was provided for 1982. Volume in 1983 consisted of $320,000 in media, $96,000 in materials and services and $867,100 in

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# Gross income under $1,000,000

capitalized fees. Accounts gained: Zelco Industries, Rab Electric Mfg., Monkey Puzzle Inc. Billings breakdown: Magazines 74%, spot tv 7%, business papers 4%, point of sale 10%, direct mail 5%. Employes: 7. Top exec: Mildred Nordlinger, president.

Phone: (212) 725-2714.

**Mercurio Consultants**, New York, reported gross income of $590,000 in 1983 on billings of $7,400,000. Previously a consulting firm, Mercurio Consultants became an advertising agency in 1983. Volume was all in media. Accounts gained: Hart for President, Johnson for U.S. Senator-Louisiana, Moses for Governor-Indiana, Edmenton for Governor-North Carolina. Billings breakdown: Newspapers 5%, radio 15%, network tv 2%, spot tv 77%, cable tv 1%. Employes: 8. Top exec: Joseph Mercurio, president.

Phone: (212) 977-4040.

**Miller, Addison, Steele**, New York, reported gross income of $485,000 in 1983 on billings of $3,234,000, including $433,500 in non-U.S. volume. In 1982, it reported gross income of $555,000 on billings of $3,701,000, including $100,000 in non-U.S. volume. Volume in 1983 consisted of $1,500,000 in media, $300,000 in materials and services and $1,000,500 in capitalized fees. Overseas, 1983 volume consisted of $100,000 in billings and $433,500 in capitalized fees. In 1982, volume consisted of $1,000,000 in media, $600,000 in materials and services and $2,001,000 in capitalized fees. Overseas volume consisted of $100,000 in billings. Accounts gained: Amurcon, Interval International, Jacquar Corp. Billings breakdown: Newspapers 50%, magazines 20%, business papers 5%, direct mail 5%, other 20%. Employes: 10 in two offices. Top exec: Kenneth Miller, president.

Phone: (212) 759-1060.

**Howard Miller Associates**, Lancaster, Pa., reported an estimated gross income of $825,000 in 1983 on billings of $5,492,890. In 1982, it reported an estimated gross income of $440,000 on billings of $2,921,214. Volume in 1983 consisted of $913,838 in media, $955,306 in materials and services and $3,623,746 in capitalized fees. In 1982, volume consisted of $456,604 in media, $279,529 in materials and services and $1,885,081 in capitalized fees. Account gained: Best Programs Inc. Billings breakdown: Newspapers 3%, radio 1%, network tv 1%, business papers 90%, other 5%. Employes: 16. Top execs: Howard J. Miller Jr., president.

Phone: (717) 291-1130.

**Mitchell & Co.**, Jenkintown, Pa., reported gross income of $492,000 in 1983 on billings of $3,280,000. In 1982, it reported gross income of $565,050 on billings of $3,767,000. Volume in 1983 consisted of $964,100 in media, $1,101,960 in materials and services and $1,213,940 in capitalized fees. In 1982, volume consisted of $1,010,560 in media, $1,355,740 in materials and services and $1,400,700 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 15%, radio 5%, spot tv 10%, business papers 15%, point of sale 5%, direct mail 35%, other 5%. Employes: 10. Top exec: Michael Wachs, president.

Phone: (215) 572-7000.

**Morrow Lewis & Kelley**, New York, reported gross income of $273,512 and net income of $16,000 in 1983 on billings of $1,500,000. In 1982, it reported gross income of $170,285 and net income of $17,000 on billings of $1,500,000. Volume in 1983 consisted of $500,000 in media, $800,000 in materials and services and $200,000 in capitalized fees. In 1982, volume consisted of $500,000 in media, $800,000 in materials and services and $200,000 in capitalized fees. Accounts gained: Schaller & Weber, Fred Weinfuff Inc., Merchants' Coffee Tea & Spice Co. Lost: Diet Centers of New Jersey. Billings breakdown: Newspapers 10%, magazines 50%, radio 20%, spot television 10%, point of sale 10%. Employes: 5. Top exec: William E. Lewis, president.

Phone: (212) 245-7646.

**Henry Nachman Associates**, New York, reported gross income of $135,600 in 1983 on billings of $935,000. In 1982, it reported gross income of $126,500 on billings of $886,000. Volume in 1983 consisted of $750,000 in media and $185,000 in materials and services. In 1982, volume consisted of $719,000 in media and $167,000 in materials and services. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 10%, magazines 20%, radio 30%, spot tv 15%, business papers 25%. Employes: 4. Top exec: Henry Nachman Jr., president.

Phone: (212) 673-1405.

**New England Advertising Associates**, Rowayton, Conn., reported estimated gross income of $202,000 in 1983 on billings of $1,821,950. In 1982, it reported estimated gross income of $170,000 on billings of $1,441,850. Volume in 1983 consisted of $375,000 in media, $880,000 in materials and services and $566,950 in capitalized fees. In 1982, volume consisted of $325,000 in media, $750,000 in materials and services and $366,850 in capitalized fees. Accounts gained: Ayerst Labs. Lost: Recra Research. Billings breakdown: Business papers 25%, direct mail 60%, other 15%. Employes: 4. Top exec: William Gulick, president.

Phone: (203) 838-8812.

**Newton Associates**, St. Davids, Pa., had estimated gross income of $342,750 in 1983 on billings of $2,285,000. In 1982, it had estimated gross income of $311,700 on billings of $2,078,614. Accounts gained: Boy Machines, Fidelity Equities Corp., Franklin Realty Group, U. S. Systems. Lost: Upsala College, Scholler Inc. Billings breakdown: Newspapers 15%, magazines 55%, radio 15%, spot tv 10%, transit 2%, other 3%. Employes: 8. Top execs: Jon Newton, president.

Phone: (215) 964-9300.

**Northeast Advertising Group**, New York, had estimated gross income of $177,823 in 1983 on billings of $1,185,489. In 1982, it had estimated gross income of $122,932 on billings of $819,553. Volume in 1983 consisted of $571,488 in media, $614,001 in materials and services. In 1982, volume consisted of $346,509 in media, $473,044 in materials and services. Accounts gained: Camp Hosiery Group, Fila Accessories, Max Kahn Curtain Corp., Mignani International, Nina Footwear, Dyables Inc., Remote Computing. Lost: None. Billings breakdown: Newspapers 5%, magazines 35%, supplements 5%, business papers 35%, point of sale 5%, direct mail 15%. Employes: 11. Top exec: Margaret Launzel-Pennes, president.

Phone: (212) 687-4530.

**O'Sullivan, Dugan & Partners**, Morristown, N.J., reported gross income of $942,619 in 1983 on billings of $8,024,615. In 1982, it reported gross income of $774,652 on billings of $7,548,175. Volume in 1983 consisted of $5,610,700 in media, $2,413,915 in materials and services and $8,024,615 in capitalized fees. In 1982, volume consisted of $4,872,000 in media, and $2,676,175 in materials and services. Accounts gained: Limestone Products Co., Braunschweigers, CBS Toys (special products), Lea & Perrins (special projects), Karcher Inc., CSO Inc. (special projects), Merrick Corp., Isomedix Inc. Lost: Engelhard Corp. Billings breakdown: Newspapers 11%, magazines 46%, radio 3%, spot tv 3%, point of sale 11%, direct mail 26%. Employes: 16. Top exec: Owen M. O'Sullivan.

Phone: (201) 267-1440.

**Patlis Advertising**, New York, reported gross income of $410,000 in 1983 on billings of $2,733,500. The agency did not report figures for 1982. Volume in 1983 consisted of $1,800,000 in media, $600,000 in materials and services and $333,500 in capitalized fees. Accounts gained: Berlitz Translation, Vitaclown Vitamin Club, Family Bazaar. Lost: None. Billings breakdown: Newspapers 40%, magazines 30%, radio 5%, spot tv 5%, direct mail 20%. Employes: 10. Top exec: Gerald Patlis, president.

Phone: (212) 759-6400.

**Pearlman/Rowe/Kolomatsky**, New York, reported gross income of $860,450 in 1983 on billings of $5,571,316. In 1982, it reported gross income of $783,289 on billings of $5,076,200. Volume in 1983 consisted of $3,000,000 in media, $903,816 in materials and services and $1,667,500 in capitalized fees. In 1982, volume consisted of $2,750,450 in media, $825,000 in materials and services and $1,500,750 in capitalized fees. Accounts gained: Children's Television Workshop, Reuben H. Donnelley Corp., New York Philharmonic, Paramount Television Domestic & International Distribution, RCA Videodiscs (special projects), WGBH/Ch.2, Boston, WNET/Thirteen, New York, Grenadier Realty Corp. Lost: None. Billings breakdown: Newspapers 50%, magazines 35%, radio 10%, spot tv 5%. Employes: 11. Top execs: Gerald E. Rowe, chairman; Gilbert Pearlman, president; Gene Kolomatsky, senior vp.

Phone: (212) 246-4555.

**R.S.M. & K.**, New York, reported gross income of $946,830 in 1983 on billings of $6,313,890. In 1982, it reported gross income of $851,031 on billings of $5,985,480. Volume in 1983 consisted of $2,248,050 in media, $690,820 in materials and services and $3,375,020 in capitalized fees. In 1982, volume consisted of $2,061,000 in media, $649,510 in materials and services and $3,274,970 in capitalized fees. Accounts gained: Fremarques Ltd., Charlotte Ford for Jondel Fashions. Lost: Power Mate Co. Billings breakdown: Newspapers 5%, magazines 35%, radio 6%, spot tv 15%, business papers 38%, direct mail 1%. Employes: 14. Top execs: Leon Katz, chairman; Joseph Bartolone, vice-chairman; Mel Mohr, president; Alfred Calabro, exec vp.

Phone: (212) 759-7070.

**Jules Rabin Associates**, Valley Stream, N.Y., reported gross income of $615,000 in 1983 on billings of $3,700,000. In 1982, it reported gross income of $700,000 on billings of $3,500,000. No volume breakout was provided for either year. Accounts gained: Reese Motors, Transfarm Inc., Guardian Bank. Billings breakdown: Newspapers 40%, magazines 40%, radio 10%, direct mail 5%, other 5%. Employes: 20. Top execs: Jules W. Rabin, president; Melvin Weber, exec vp.

Phone: (516) 561-9160.

**Richardson, Thomas & Bushman**, Fort Washington, Pa., reported gross income of $832,269 in 1983 on billings of $5,738,403. In 1982, it reported gross income of $785,010 on billings of $5,308,321. Volume in 1983 consisted of $2,048,355 in media, $609,402 in materials and services and $3,080,646 in capitalized fees. In 1982, volume consisted of $1,844,419 in media, $571,897 in materials and services and $2,892,005 in capitalized fees. Accounts gained: Singer American Meter, Powerline Communications. Lost: None. Billings breakdown: Newspapers 2%, magazines 31%, business papers 2%, direct mail 11%, other 54%. Employes: 16. Top execs: Charles W. McCann, president.

Phone: (215) 643-2220.

**Richmond Advertising/Reinhold Associates**, New York, reported gross income of $521,332 in 1983 on billings of $4,509,679. In 1982, it reported gross income of $520,193 on billings of $4,394,165. Volume in 1983 consisted of $3,414,439 in media, and $1,095,240 in capitalized fees. In 1982, volume consisted of $3,011,134 in media, and $1,383,031 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 6%, supplements 1%, radio 18%, spot tv 2%, transit 13%, business papers 35%. Top exec: Louis E. Reinhold, president.

Phone: (212) 840-7676.

**Robinson Associates**, Boston, reported gross income of $801,875 in 1983 on billings of $5,348,506. In 1982, it reported gross income of $672,643 on billings of $4,486,529. Volume in 1983 consisted of $4,187,639 in media and $1,160,867 in materials and services. In 1982, volume consisted of $3,963,567 in media and $522,962 in materials and services. Accounts gained: G.H. Bass & Co., Tony Roma's, Scandia Trading Co., Big Brother Assn. Lost: None. Billings breakdown: Newspapers 5%, magazines 65%, radio 10%, spot tv 5%, other 15%. Employes: 18. Top execs: Thomas A. Robinson, president; Edwin H. Grosso, exec vp.

Phone: (617) 247-2120.

**SB&W Associates**, Boston, reported gross income of $142,736 in 1983 on billings of $760,727. In 1982, it reported gross income of $127,043 on billings of $681,741. Volume in 1983 consisted of $373,359 in media, $242,029 in materials and services and $145,339 in capitalized fees. In 1982, volume consisted of $330,407 in media, $214,185 in materials and services and $137,149 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown was not provided. Employes: 4. Top exec: Jacques Waisfelner, president.

Phone: (617) 262-3000.

**S.M. Sachs & Associates**, New York, reported gross income of $275,000 in 1983 on billings of $2,017,250. In 1982, it reported gross income of $260,000 on billings of $1,775,500. Volume in 1983 consisted of $700,000 in media, $150,000 in materials and services and $1,167,250 in capitalized fees. In 1982, volume consisted of $650,000 in media, $125,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: Uni-lock Systems Division, Key Tech Corporation, Tri-K Industries, Logmar, Gilian Instrument Corporation. Lost: None. Billings breakdown: Newspapers 35%, business papers 65%. Employes: 7. Top execs: Stuart M. Sachs, chairman; Robert Zises, president.

Phone: (212) 986-2565.

**Sader & Ackerman**, New York, reported gross income of $351,000 in 1983 on billings of $3,020,810. In 1982, it reported gross income of $372,000 on billings of $3,715,000. Volume in 1983 consisted of $910,000 in media, $490,000 in materials and services and $1,620,810 in capitalized fees. In 1982, volume consisted of $835,000 in media, $680,000 in materials and services and $2,200,000 in capitalized fees. Accounts gained: Clairol appliances, *Popular Computer*, *Working Woman*, *Mother Earth News*, Lebhar-Friedman, C&L Data Systems. Lost: Word Processing Exchange, Features by Giftmaster. Billings breakdown: Newspapers 2%, magazines 7%, radio 2%, spot tv 15%, cable tv 25%, business papers 2%, point of sale 2%, direct mail 45%. Employes: 8. Top execs: Archie Sader, president; Richard Povill, vp.

Phone: (212) 370-1800.

**Douglas Samuel Advertising**, West Caldwell, N.J., reported gross income of $760,000 in 1983 on billings of $4,167,000. In 1982, it reported gross income of $570,000 on billings of $2,950,000. Volume in 1983 consisted of $2,100,000 in media, $800,000 in materials and services and $1,267,000 in capitalized fees. In 1982, volume consisted of $1,600,000 in media, $550,000 in materials and services and $800,400 in capitalized fees. Accounts gained: Aerovox Inc., Thermo Electric, Beckman Instruments, Deanco, Aktron Corp, Sterling Edison, Hoffman Electric, Rohde & Schwarz, MA/COM. Lost: Sportarama, Samson Food Warehouse. Billings breakdown: Newspapers 20%, magazines 33%, supplements 5%, radio 15%, cable tv 2%, outdoor 3%, business papers 2%, point of sale 5%, direct mail 15%. Employes: 15. Top execs: Sam Silverberg, president; Douglas E. Schwartz, exec vp.

Phone: (201) 575-7684.

**Gilbert Sandler & Associates**, Baltimore, reported gross income of $607,571 in 1983 on billings of $4,051,137. In 1982, it reported gross income of $582,277 on billings of $3,682,439. Volume in 1983 consisted of $2,060,829 in media, $664,806 in materials and services and $1,325,502 in capitalized fees. In 1982, volume consisted of $1,919,682 in media, $584,289 in materials and services and $1,178,468 in capitalized fees. Billings breakdown: Newspapers 65.8%, magazines 2.5%, radio 20.4%, spot tv 10.1%, outdoor 1.2%. Employes: 16. Top exec: Gilbert Sandler, president.

Phone: (301) 837-7100.

**Saxe Mitchell**, Woodbury, N.Y., reported gross income of $326,000 in 1983 on billings of $2,848,400. In 1982, it reported gross income of $291,500 on billings of $2,502,320. Volume in 1983 consisted of $1,860,000 in media, $188,000 in materials and services and $800,400 in capitalized fees. In 1982, volume consisted of $1,740,000 in media, $122,000 in materials and services and $640,320 in capitalized fees. Accounts gained: Men's World, Levitz Carpet. Lost: None. Billings breakdown: Newspapers 50%, magazines 5%, radio 10%, spot tv 35%. Employes: 12. Top exec: Mitchell Laub, president.

Phone: (516) 364-9595.

**R.C. Schade & Associates**, New Paltz, N.Y., reported estimated gross income of $80,000 in 1983 on billings of $536,456. In 1982, it reported estimated gross income of $93,000 on billings of $610,727. Volume in 1983 consisted of $346,853 in media, $87,725 in materials and services and $101,878 in capitalized fees. In 1982, volume consisted of $314,741 in media, $59,368 in materials and services and $236,618 in capitalized fees. Account gained: Inter-County Savings Bank. Lost: None. Billings breakdown: business papers 100%. Employes: 2. Top execs: Ronald C. Schade, president; Barbara Schade, vp.

Phone: (914) 255-5840.

**Scharer Associates**, Great Neck, N.Y., had estimated gross income of $915,000 in 1983 on billings of $6,100,000. In 1982, it had estimated gross income of $855,000 on billings of $5,700,000. No volume breakout was provided. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 18%, magazines 33%, business papers 8%, point of sale 2%, direct mail 38%, other 1%. Employes: 17. Top execs: S. Scharer, president; Vivian Scharer, exec vp.

Phone: (516) 829-8900.

**Schoenfeld/Straus**, New York, reported gross income of $639,000 in 1983 on billings of $3,898,000. In 1982, it reported gross income of $485,000 on billings of $2,797,000. Volume in 1983 consisted of $2,538,000 in media, $960,000 in materials and services and $400,000 in capitalized fees. In 1982, volume consisted of $1,560,000 in media, $890,000 in materials and services and $347,000 in capitalized fees. Accounts gained: Coach Realty; IBM (World Trade Corp.); Brugal & Co.,; Shelter Funding. Lost: New York Sportswear Exchange; Cataract Eyeglass Center; First National Bank of Jefferson Parish. Billings breakdown: Newspapers 22%, magazines 17%, radio 18%, spot tv 28%, business papers 15%. Employes: 9. Top execs: Mel Schoenfeld, president; David Straus III, exec vp.

Phone: (212) 889-1200.

**Sidney Schreiber Inc.**, Philadelphia, reported gross income of $285,082 in 1983 on billings of $3,224,760. In 1982, it reported gross income of $274,663 on billings of $2,968,167. The agency's volume in 1983 consisted of

$1,624,687 in media, $433,757 in materials and services and $1,166,316 in capitalized fees. In 1982, volume consisted of $1,602,609 in media, $370,494 in materials and services and $995,064 in capitalized fees. Accounts gained: Associated Central Group, Auto Truck, Ernst Timing Screw Co., Omega Design, D. J. Stardale Developers, U. S. Truck Cranes. Lost: Equipment Industries, Meeco Machinery, Valley Forge Medical Center & Hospital. Billings breakdown: Newspapers 64%, radio 2%, spot tv 2%, business papers 19%, direct mail 9%, other 4%. Employes: 10. Top exec: Sydney Schreiber, president.

Phone: (215) 545-2223.

**Selwyn & Associates**, West Hartford, Conn., reported estimated gross income of $431,000 in 1983 on billings of $2,872,000. In 1982, it reported gross income of $321,000 on billings of $2,135,360. Volume in 1983 consisted of $1,230,000 in media, $895,000 in materials and services and $747,000 in capitalized fees. In 1982, volume consisted of $790,000 in media, $625,000 in materials and services and $720,360 in capitalized fees. Accounts gained: MCS, Taylor & Fenn, Nickson Industries, Sound One Corp., Crouse Hinds Aviation Lighting. Lost: Sound One Corp. Billings breakdown: Newspapers 15%, magazines 60%, radio 10%, spot tv 10%, direct mail 5%. Employes: 12. Top exec: Lawrence D. Selwyn, president.

Phone: (203) 525-4240.

**Shipley Associates**, Wilmington, Del., reported gross income of $308,000 in 1983 on billings of $3,709,360. In 1982, it reported gross income of $277,200 on billings of $3,357,824. Volume in 1983 consisted of $1,540,000 in media, $115,000 in materials and services and $2,054,360 in capitalized fees. In 1982, volume consisted of $1,390,000 in media, $103,500 in materials and services and $1,864,324 in capitalized fees. Accounts gained: Rollins CableVision of Philadelphia, Stabler Chevrolet-Olds, Mathews Tire & Automotive Centers. Billings breakdown: Newspapers 38%, magazines 4%, radio 26%, network tv 19%, outdoor 5%, transit 1%, business papers 4%, direct mail 2%, other 1%. Employes: 8. Top exec: Samuel L. Shipley, president.

Phone: (302) 652-3051.

**Soghigian & Macuga**, Washington, D.C., reported gross income of $728,300 in 1983 on billings of $6,232,484. In 1982, it reported gross income of $650,200 on billings of $5,203,934. Volume in 1983 consisted of $5,243,990 in media, and $988,494 in capitalized fees. In 1982, volume consisted of $4,336,834 in media, and $867,100 in capitalized fees. Accounts gained: Movings Comfort, Washington Opera, Regent International, Capital City Federal S&L. Lost: Grand Hyatt Hotel. Billings breakdown: Newspapers 45%, magazines 30%, supplements 2%, radio 5%, spot tv 10%, point of sale 2%, direct mail 6%. Employes: 14. Top execs: Harry Soghigian, president; Sarah A. Macuga, exec vp.

Phone: (202) 337-5151.

**Sommer Inc.**, Englewood, N.J., reported gross income of $802,000 in 1983 on billings of $8,211,000. In 1982, it reported gross income of $436,000 on billings of $4,554,000. Net income was $121,000 in 1983 and $50,000 in 1982. Volume in 1983 consisted of $3,120,000 in media, $1,196,000 in materials and services and $3,895,000 in capitalized fees. In 1982, volume consisted of $1,400,000 in media, $740,000 in materials and services and $2,414,000 in capitalized fees. Accounts gained: T & B Telecommunications Division, Kastar Inc., Yale Materials Handling Corp. Lost: None. Billings breakdown: Newspapers 5%, magazines 93%, radio 2%. Employes: 26. Top exec: Bernard Sommer, ceo.

Phone: (201) 568-3838.

**Steen Advertising**, Lynbrook, N.Y., reported gross income of $451,000 in 1983 on billings of $3,580,000. In 1982, it reported gross income of $397,000 on billings of $3,204,500. Volume in 1983 consisted of $3,200,000 in media, $116,000 in materials and services and $264,000 in capitalized fees. In 1982, volume consisted of $2,900,000 in media, $94,500 in materials and services and $210,000 in capitalized fees. Accounts gained: Excel Computer; Modernage Custom Darkrooms; Royal Zenith; Pilgrim Electric; IFTI Capital Corp. Lost: Berkey Professional Services. Billings breakdown: Newspapers 11%, magazines 60%, radio 4%, network tv 1%, spot tv 4%, business papers 12%, point of sale 1%, direct mail 7%. Employes: 11 in two offices. Top exec: Norman Steen, president.

Phone: (212) 525-3600.

**Sullivan Communications**, Doylestown, Pa., had estimated gross income of $218,526 in 1983 on billings of $1,456,840, its first year of operation. Volume in 1983 consisted of $312,000 in media, $131,000 in materials and services and $1,013,840 in capitalized fees. Accounts gained: Dana Corp., Bernard, a division of Dover Corp., Wallace & Teirnan and S.S. White Industrial Products, both divisions of Pennwalt, Hacon North America, Institutional Property Services, Howard Fischer & Associates, Drexel Biddle, PlanPrint Co., Fegley Industrial. Lost: None. Billings breakdown: Newspapers 5%, business papers 80%, direct mail 5%, other 10%. Employes: 9. Top execs: Michael V. Sullivan, president; George J. Harris, exec vp.

Phone: (215) 343-1665.

**Thomas R. Sundheim Inc.**, Jenkintown, Pa., had estimated gross income of $488,000 in 1983 on billings of $3,200,000. In 1982, the agency had estimated gross income of $540,000 on billings of $3,600,000. The agency did not provide a volume breakout for either year. Billings breakdown: Newspapers 5%, business papers 70%, other 25%. Top exec: Thomas R. Sundheim, president.

Phone: (215) 887-7455.

**Sunrise Corp.**, Providence, R.I., had estimated gross income of $152,250 in 1983 on billings of $1,015,000. In 1982, the agency had estimated gross income of $122,298 on billings of $815,320. Volume in 1983 consisted of $150,000 in media, $98,000 in materials and services and $767,000 in capitalized fees. In 1982, the agency's volume consisted of $125,000 in media, $50,000 in materials and services and $640,320 in capitalized fees. Accounts gained: Government Office on Highway Safety (safety belt campaign), N.E. Independent Living Program, Young Parents Program, Pawtucket Neighborhood Health Center, Southern N.E. Foundation, Home Health Services of Rhode Island, Northern Rhode Island Community Mental Health Center, Rhode Island Freeze Campaign. Lost: None. Billings breakdown: Newspapers 20%, radio 20%, spot tv 20%, outdoor 10%, transit 5%, other 25%. Employes: 5. Top execs: Robert Henault-Bronson, president; Donald H. Simon, vp.

Phone: (401) 331-2021.

**Totalistics Advertising**, Port Chester, N.Y., reported gross income of $320,000 in 1983 on billings of $2,583,200. In 1982, the agency reported gross income of $190,000 on billings of $1,362,000. Volume in 1983 consisted of $2,100,000 in media, $83,000 in materials and services and $400,200 in capitalized fees. In 1982, the agency's volume consisted of $1,300,000 in media and $62,000 in materials and services. Account gained: Thos. Oak & Sons. Lost: None. Billings breakdown: Magazines 50%, direct mail advertising 50%. Employes: 6. Top execs: David W. Florence, president; David Bianchi, Barbara Touchy, vps.

Phone: (914) 937-5600.

**Warren & Epstein**, New York, reported gross income of $510,000 in 1983 on billings of $3,400,000. In 1982, it reported gross income of $600,000 on billings of $4,000,000. Volume in 1983 consisted of $2,000,000 in media, $300,000 in materials and services and $1,100,000 in

sweep'
stakes,
plus

SWEEPSTAKES AND GAMES:
THE TIP OF THE ICEBERG.

Because there's more to sales promotion than sweepstakes and games, at Don Jagoda Associates we do more than just create and execute sweepstakes and games.

**re'bates**

We work with advertisers and their agencies on planning and administering refund/rebate offers. We screen and verify all responses, very painstakingly, and return cash or coupons according to the terms of the offer. We're very careful when it comes to handling other people's money.

**in·cen'tives**

Because we know sometimes it takes more than money to motivate sales people, brokers, distributors and dealers, we help create and implement incentive programs. We know where and how to buy the prizes that will help increase sales, within budget.

**pre'mi·ums**

Looking for premiums or self-liquidators? We can help you there too. Our premium buyers shop the world looking for the right items to produce the right responses.

**ful·fill'ment**

And, with our ever expanding facilities, we have streamlined and expanded our capabilities for fulfillment. Getting the right merchandise to the right person on time, intact, is as important as getting people to respond to your offer.

**sweep'stakes**

Finally, if you decide to get involved in sweepstakes and games, the most visible tip of the promotional iceberg (in five years, sweeps have almost tripled in number), our more than 21 years of experience can be invaluable. We'll help you conceptualize, administer and—through our National Judging Institute—judge your promotion. We go out of our way to help our clients avoid the myriad pitfalls that can befall the unwary promoter.

When it comes to promotion, whether it's the very visible type or the not so visible but very effective nitty gritty variety, you have our number.

sweep'
stakes

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associates, inc.

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(516) 496-7300 · (212) 529-1500

## Gross income under $1,000,000

capitalized fees. In 1982, volume consisted of $2,500,000 in media, $400,000 in materials and services and $1,100,000 in capitalized fees. Accounts gained: Meyers Manufacturing Co. Lost: American Foodservices Enterprises, Sardi's Restaurant. Billings breakdown: Newspapers 30%, magazines 40%, radio 20%, business papers 10%. Employes: 7. Top execs: Douglas Warren, president; Lee Epstein, exec vp.

Phone: (212) 752-6881.

**Weitzman, Dym & Associates**, Washington, had estimated gross income of $2,100,000 in 1983 on billings of $14,000,000. The agency did not report gross income or billings figures for 1982. No volume breakout was provided by the agency. Accounts gained: Bank of Delaware, Group Health Assn., Greater Southeast Community Hospital, American Institute of Architects Service. Billings breakdown: Newspapers 15%, magazines 20%, radio 20%, spot television 30%, outdoor 1%, transit 1%, business papers 5%, point of sale 1%, direct mail advertising 5%, and other 2%. Employes: 35. Top execs: Alan R. Weitzman, chairman; Diane S. Dym, president-ceo; Rich Livingston, senior vp; Troy Lumpkin, senior vp.

Phone: (301) 652-7035.

**West & Brady**, Bethesda, Md., reported gross income of $322,754 in 1983 on billings of $2,094,684. In 1982, the agency reported gross income of $339,978 on billings of $2,240,337. Volume in 1983 consisted of $778,007 in media, $182,810 in materials and services and $1,133,867 in capitalized fees. In 1982, volume consisted of $735,648 in media, $240,384 in materials and services and $1,264,305 in capitalized fees. Accounts gained: Central National Bank, Security Inc., Montgomery College, Maryland National Bank, Skinker & Garrett, Community Associations Inst. Lost: Booz, Allen & Hamilton. Billings breakdown: Newspapers 18%, magazines 50%, radio 32%. Employes: 11. Top execs: Gerald T. Brady, president.

Phone: (301) 229-6900.

**White, Good & Co.**, Mt. Gretna, Pa., reported gross income of $298,009 in 1983 on billings of $1,717,708. In 1982, the agency reported gross income of $199,273 on billings of $1,378,934. The agency's volume in 1983 consisted of $601,937 in media, $317,809 in materials and services and $857,962 in capitalized fees. In 1982, the agency's volume consisted of $705,620 in media, $205,080 in materials and services and $468,234 in capitalized fees. Accounts gained: Willow Valley Manor Retirement Community, Pennsylvania Sour Mash Distilleries (Michter's whiskey), Allen Organ Co., Turkey Hill Dairy. Lost: Marathon Companies. Billings breakdown: Newspapers 30%, magazines 10%, radio 15%, spot television 15%, cable television 5%, outdoor 5%, business papers 5%, point of sale 5%, direct mail 5%, other 5%. Employes: 7. Top execs: Robert F. Good, president; Ann S. White, vp.

Phone: (717) 964-3616.

**Stuart Williams Associates**, Stamford, Conn., reported gross income of $560,000 in 1983 on billings of $3,784,540. In 1982, it reported gross income of $499,800 on billings of $4,293,960. Volume in 1983 consisted of $188,300 in media, $846,200 in materials and services and $2,750,040 in capitalized fees. In 1982, volume consisted of $298,500 in media, $661,800 in materials and services and $3,333,660 in capitalized fees. Accounts gained: Physicians Radio Network, Pharmacal Research Laboratories. Lost: Becton Dickinson Immunodiagnostics. Billings breakdown: Magazines 30%, direct mail 60%, point of sale 10%. Employes: 14. Top exec: Edmund F. Lindner, president-chairman.

Phone: (203) 348-2621.

**Wimmershoff & Associates**, Westwood, N.J., reported gross income of $936,147 in 1983 on billings of $6,242,775. In 1982, it reported gross income of $754,962 on billings of $5,034,177. Volume in 1983 consisted of $1,398,118 in media, $1,263,274 in materials and services and $3,581,383 in capitalized fees. In 1982, volume consisted of $1,679,216 in media, $1,159,444 in materials and services and $2,195,517 in capitalized fees. Accounts gained: Glidelite Industries, Swintec Inc. Lost: MCI Optonics, Take away Gourmet Inc. Media breakdown was not reported. Employes: 20. Top exec: Alfred Wimmershoff, president.

Phone: (201) 664-3220.

**Don Wise & Co.**, New York, had estimated gross income of $750,000 in 1983 on billings of $5,000,000. The agency did not provide figures for 1982 and did not break out volume for 1983. Accounts gained: Pandora Industries, Supreme des Ducs, B.R. Shadows. Billings breakdown: Newspapers 5%, magazines 60%, radio 10%, business papers 15%, point of sale 5%, direct mail 5%. Employes: 15. Top exec: Donald Wise, president.

Phone: (212) 371-3333.

**Gene Wolfe & Co.**, New York, reported gross income of $675,202 in 1983 on billings of $1,297,837. In 1982, it reported gross income of $607,440 on billings of $1,056,645. Volume in 1983 consisted of $354,457 in media, $211,521 in materials and services and $731,859 in capitalized fees. In 1982, volume consisted of $310,527 in media, $217,688 in materials and services and $528,430 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 25%, magazines 25%, direct mail 25%, other 25%. Top exec: Eugene E. Wolfe, president.

Phone: (212) 687-2560.

**Wooding & Housley**, Providence, R.I., reported gross income of $600,000 in 1983 on billings of $5,000,000. In 1982, it reported gross income of $430,000 on billings of $3,300,000. Volume in 1983 consisted of $3,250,000 in media, $920,000 in materials and services and $830,000 in capitalized fees. In 1982, volume consisted of $2,130,000 in media, $640,000 in materials and services and $530,000 in capitalized fees. Accounts gained: Jenkins (Valves) Bros., Norton Co., Amtrol Inc. Lost: Leonard Valve. Billings breakdown: Magazines 20%, outdoor 5%, business papers 40%, point of sale 5%, direct mail 5%, other 25%. Employes: 21. Top exec: Benjamin E. Wooding, president.

Phone: (401) 272-9494.

**Wyble Advertising**, Millville, N.J., reported gross income of $859,697 in 1983 on billings of $5,733,303. In 1982, it reported gross income of $843,600 on billings of $5,626,816. Volume in 1983 consisted of $1,220,433 in media, $534,602 in materials and services and $3,978,268 in capitalized fees. In 1982, volume consisted of $1,343,915 in media, $300,124 in materials and services and $3,982,777 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 20%, supplements 2%, outdoor 1%, business papers 50%, farm publications 3%, point of sale 1%, direct mail 13%. Employes: 20. Top execs: Gene Wyble, chairman; Henry E. Wyble, president.

Phone: (609) 825-3403.

**Yardis Advertising**, Bryn Mawr, Pa., reported estimated gross income of $300,000 in 1983 on billings of $4,500,000. In 1982, it reported estimated gross income of $200,000 on billings of $3,000,000. Billings for Total Tourism Marketing subsidiary were not included. The agency did not break down its volume. Accounts gained: Carefree David Travel, International Mobile Machines, Versailles Hotel, Sans Souci Hotel, Allied Tours, Intra Tours. Billings breakdown: Newspapers 60%, radio 15%, business papers 20%, other 5%. Employes: 8. Top exec: Raymond Rosenberg, president.

Phone: (215) 527-6550.

**Richard Yeager Associates**, Moorestown, N.J., reported gross income of $459,463 in 1983 on billings of $3,402,232. In 1982, the agency reported gross income of $354,659 on billings of $2,254,175. The agency's volume in 1983 consisted of $433,457 in media, $398,171 in materials and services and $2,570,604 in capitalized fees. In 1982, the agency's volume consisted of $291,820 in media, $348,622 in materials and services and $1,613,733 in capitalized fees. Accounts gained: Permagrain Products. Lost: None. Billings breakdown: Newspapers 18%, magazines 15%, radio 10%, outdoor 5%, business papers 19%, point of sale 8%, direct mail 10%, other 15%. Employes: 12. Top exec: Richard A. Yeager, president.

Phone: (609) 235-5768.

## Midwestern region

North Dakota
Minnesota
Wisconsin
South Dakota
Michigan
Iowa
Nebraska
Illinois
Indiana
Ohio
Kansas
Missouri

**Admark Advertising Marketing Services**, Mason City, Ia., reported gross income of $186,319 in 1983 on billings of $1,223,232. In 1982, it reported gross income of $169,878 on billings of $1,104,799. Volume in 1983 consisted of $420,879 in media, $121,559 in materials and services and $680,794 in capitalized fees. In 1982, volume consisted of $356,452 in media, $126,143 in materials and services and $622,204 in capitalized fees. Billings breakdown: Newspapers 3%, radio 10%, spot tv 24%, outdoor 4%, business papers 18%, farm publications 20%, point of sale 2%, direct mail 3%, other 16%. Employes: 7. Top exec: Jerome Krieger, president.

Phone: (515) 424-0191.

**Advertising Associates**, Northbrook, Ill., had estimated gross income of $48,000 in 1983 on billings of $310,000. In 1982, it had estimated gross income of $52,500 on billings of $350,000. Volume in 1983 consisted of $300,000 in media, $10,000 in materials and services. No volume breakout was provided for 1982. Accounts gained: Independent Mechanical Industries. Lost: Resources Recovery Systems, Jerry R. Sheahan & Associates. Billings breakdown: Newspapers 75%, radio 5%, business papers 15%, direct mail 5%. Employes: 6. Top execs: William Aaron, president; Alice Rowe, exec vp; R. Ellison, vp.

Phone: (312) 564-5337.

**Andrews/Mautner**, Milwaukee, reported gross income of $959,082 in 1983 on billings of $6,847,454. In 1982, it reported gross income of $888,712 on billings of $6,338,934. Volume in 1983 consisted of $2,975,580 in media, $1,244,074 in materials and services and $2,627,800 in capitalized fees. In 1982, volume consisted of $3,417,296 in media, $908,965 in materials and services and $2,012,673 in capitalized fees. Accounts gained: Associated Construction Publications, W.H. Brady Inc. (Canada), Centralab Inc., Dumore Corp., Hi-Ranger Inc., SMD Technology Center, Wilton Corp. Lost: CORECO (resigned), Felins Typing Machine Co. (resigned), Trident/Felins (resigned), Waukee Engineering. Billings breakdown: Newspapers 2%, magazines 11%, radio 2%, business papers 60%, point of sale 1%, direct mail 4%, other 20%. Employes: 28. Top execs: Donald L. Orlaska, chairman; Christopher M. Vernon, president-ceo; Eugene Vogel, exec vp; Norman W. Mautner, corporate vp; Kenneth W. Snyder, vp.

Phone: (414) 272-4482.

**Donald L. Arends Inc.**, Oak Brook, Ill., reported gross income of $958,800 in 1983 on billings of $6,395,000. In 1982, it reported gross income of $912,600 on billings of $6,087,000. Volume in 1983 consisted of $1,598,000 in media, $3,388,300 in materials and services and $1,408,700 in capitalized fees. In 1982, volume consisted of $1,511,700 in media, $3,206,600 in materials and services and $1,368,700 in capitalized fees. Accounts gained: Baron-Blakeslee, Illinois Credit Union League, Hawley Forge division, Portec Inc., Fred Sammons Inc., Wadsworth Golf Construction, WestAlloy Inc. Lost: Guernsey Dell, Southwest Hotels, Sifto Salt division, Domatar. Billings breakdown: Newspapers 15%, magazines 10%, radio 2%, spot tv 2%, business papers 64%, farm point of sale 2%, direct mail 5%. Employes: 20. Top execs: Donald L. Arends, ceo; Robert K. Erickson, president.

Phone: (312) 323-1220.

**Noble Arnold & Associates**, Schaumburg, Ill., reported gross income of $399,500 in 1983 on billings of $3,102,000. The agency did not report figures for 1982. Volume in 1983 consisted of $515,700 in media, $836,759 in materials and services and $1,749,541 in capitalized fees. Accounts gained: Research Products Division, Medline, Laser Inc., George P. Johnson, Canon Ambassador, Travenol Laboratories (special assignments). Lost: None. Billings breakdown: Magazines 24%, radio 1%, farm publications 1%, direct mail 22%, other 52%. Employes: 11. Top exec: Noble Arnold, president.

Phone: (312) 882-8808.

**Ashby, Dillon & Meade**, Rocky River, O., reported gross income of $645,622 in 1983 on billings of $4,306,152. Figures include those of U.S. subsidiary, DCI Directory, Catalog & Inquiry Services. The agency did not provide figures for 1982 and did not break out volume for 1983. Accounts gained: Albums Inc., Copperloy, Thermal Fintube International. Billings breakdown: Newspapers 5%, magazines 5%, radio 15%, business papers 40%, direct mail 15%, other 20%. Employes: 16. Top exec: John Ashby, president.

Phone: (216) 781-4464.

**Asher Agency**, Fort Wayne, Ind., reported gross income of $296,285 and net income of $175,115 in 1983 on billings of $1,815,531. In 1982, it reported gross income of $245,860 and net income of $149,611 on billings of $1,392,137. Volume in 1983 consisted of $1,285,000 in media and $530,531 in capitalized fees. In 1982, volume consisted of $975,816 in media and $416,321 in capitalized fees. Accounts gained: Bobick's Golf, Chardonnay Apartments, Fort Wayne Chamber of Commerce, Irmscher Suppliers, Mad Anthony Golf Tournament, Maxton Motors, Fort Wayne Olds Group, Fort Wayne RV Show, Wawasee Boat Dealers Assn. Lost: Tomkinson Chrysler Plymouth. Billings breakdown: Newspapers 2%, magazines 18%, radio 25%, spot tv 45%, cable tv 1%, outdoor 7%, direct mail 2%. Employes: 6. Top exec: Timothy S. Borne, president.

Phone: (219) 424-3373.

**R.J. Baker Advertising**, Troy, Mich., reported gross income of $504,485 in 1983 on billings of $3,364,446. In 1982, it reported gross income of $553,854 on billings of $3,693,848. Volume in 1983 consisted of $633,357 in media, $305,189 in materials and services and $2,425,900 in capitalized fees. In 1982, volume consisted of $435,243 in media, $284,941 in materials and services and $2,973,664 in capitalized fees. Accounts gained: Entech, North American Photo, Weather Shield Sports Equipment, Winter Seal, Church's Lumber, Core Technology, Arnold Transit, Soo Locks Boat Tours, Merrit Systems. Lost: Universal Engineering. Billings breakdown: Newspapers 5%, magazines 18%, radio 6%, spot tv 12%, outdoor 3%, point of sale 2%, direct mail 2%, other 52%. Employes: 10. Top exec: Richard J. Baker, president.

Phone: (313) 879-5530.

**Perry Ballard Advertising**, St. Joseph, Mich., reported gross income of $348,185 in 1983 on billings of $2,341,813. In 1982, it reported gross income of $355,346 on billings of $2,484,944. Volume in 1983 consisted of $120,028 in media, $91,654 in materials and services and $2,130,131 in capitalized fees. In 1982, volume consisted of $157,155 in media, $109,408 in materials and services and $2,218,380 in capitalized fees. Accounts gained: Gator Mfg., Conifer Lane Farms, Swing-Lo Suspended Scaffolding Co., Auto Specialties Mfg. Co.(special projects), Burlan Corp. Lost: Watervliet Hospital (special projects), Citizens Bank and Trust, South Haven. Billings breakdown: Newspapers 30%, magazines 40%, outdoor 15%, business papers 10%, direct mail 5%. Employes: 14. Top exec: Perry Ballard, president and chairman.

Phone: (616) 983-0611.

**Keith Bates & Associates**, Chicago, reported gross income of $348,633 in 1983 on billings of $3,104,364. In 1982, it reported gross income of $250,583 on billings of $2,377,540. Volume in 1983 consisted of $499,404 in media, $279,579 in materials and services and $2,325,381 in capitalized fees. In 1982, volume consisted of $261,967 in media, $444,178 in materials and services and $1,671,395 in capitalized fees. Figures do not include those of subsidiary Fox Communications. Accounts gained: Professional Computer Resources, Ethiopian Airlines, Scientific Information, Retrieval Inc., Systems Management, Science Research Associates. Lost: Software Corp. of America, Ferox Microsystems, Unig Computer Corp. Billings breakdown: Newspapers 1%, magazines 4%, radio 2%, business papers 50%, farm publications 1%, point of sale 2%, direct mail 10%, other 30%. Employes: 8. Top exec: Keith Bates, president.

Phone: (312) 263-5820.

**Wm. L. Baxter Advertising**, Minneapolis, reported gross income of $859,079 in 1983 on billings of $7,607,153. In 1982, it reported gross income of $724,093 on billings of $6,743,028. Volume in 1983 consisted of $3,958,424 in media, $1,339,175 in materials and services and $2,309,554 in capitalized fees. In 1982, volume consisted of $3,735,995 in media, $1,115,541 in materials and services and $1,891,492 in capitalized fees. Accounts gained: North States Industries, Owatonna Mfg., St. Jude Medical Co., St. Paul Surgical Center. Billings breakdown: Newspapers 2%, magazines 31%, radio 6%, network tv 5%, spot tv 22%, outdoor 1%, business papers 5%, farm publications 23%, point of sale 3%, direct mail 2%. Employes: 24. Top exec: Wm. L. Baxter, president.

Phone: (612) 338-8495.

**Bernard & Co.**, Arlington Heights, Ill., reported estimated gross income of $249,390 in 1983 on billings of $1,467,000. In 1982, it reported estimated gross income of $223,890 on billings of $1,317,000. Volume in 1983 consisted of $860,000 in media, $330,000 in materials and services and $277,000 in capitalized fees. In 1982, volume consisted of $770,000 in media, $380,000 in materials and services and $167,000 in capitalized fees. Accounts gained: Electri-Flex, Futaba Corp. of America (electronic components division). Lost: Grieve Corp.; Richco Plastic. Billings breakdown: Newspapers 1%, magazines 79%, business papers 10%, point of sale 5%, direct mail 5%. Employes: 7. Top exec: E. Timothy Daro, president.

Phone: (312) 593-8131.

**Blanchard & Associates**, Minneapolis, reported gross income of $389,914 in 1983 on billings of $2,462,836. In 1982, it reported gross income of $362,913 on billings of $2,318,310. Volume in 1983 consisted of $1,598,480 in media, $418,466 in materials and services and $445,890 in capitalized fees. In 1982, volume consisted of $1,316,443 in media, $332,540 in materials and services and $669,327 in capitalized fees. Accounts lost: Benson's. Billings breakdown: Newspapers 20%, magazines 40%, radio 27%, spot tv 3.5%, outdoor 0.5%, business papers 5%, other 4%. Employes: 7. Top exec: Ernest C. Blanchard, president.

Phone: (612) 332-1557.

**Boelter & Lincoln Advertising**, Milwaukee, reported gross income of $663,473 in 1983 on billings of $4,225,265. In 1982, it reported gross income of $471,036 on billings of $3,141,810. The agency did provide a volume breakout. Figures included those of subsidiary Boelter & Lincoln PR. Accounts gained: Dean Medical Center, Schneider Transport, Chapman Services, Raddon Financial Group. Resigned: Econopoint. Lost: Wilson's Clothing. Billings breakdown: Newspapers 15%, magazines 7%, radio 21%, spot tv 27%, outdoor 2%, business papers 4%, point of sale 1%, direct mail 14%, other 9%. Employes: 23 in two offices. Top execs: Robert Boelter, president; John Lincoln, exec vp.

Phone: (414) 257-1070.

**Brand & Gerber & Shick**, Cleveland, reported gross income of $834,467 in 1983 on billings of $7,206,675. In 1982, it reported gross income of $839,567 on billings of $7,306,530. Volume in 1983 consisted of $1,003,802 in media, $637,632 in materials and services and $5,565,241 in capitalized fees. In 1982, volume consisted of $1,072,013 in media, $699,034 in materials and services and $5,535,483 in capitalized fees. Accounts gained: American Thermometer, Q-Max division, Ann Arbor Cablevision, Cleveland Health Education Museum, Laurel Industries, Owners Management, Leaseway Fleet Management, Glass Equipment Development Corp., Guardian Title. Lost: Meistergram. Billings breakdown: Newspapers 20%, magazines 65%, radio 1%, spot tv 3%, outdoor 4%, business papers 1%, farm publications 1%, transit 1%, direct mail 4%. Employes: 21. Top exec: David R. Brand, president.

Phone: (216) 696-4550.

**Bryan/Donald Advertising**, Kansas City, Mo., reported gross income of $750,000 and net income of $22,500 in 1983 on billings of $2,500,000. In 1982, it reported gross income of $500,000 and net income of $15,000 on billings of $2,000,000. Volume in 1983 consisted of $1,250,000 in media, $1,000,000 in materials and services and $250,000 in capitalized fees. In 1982, volume consisted of $1,000,000 in media, $750,000 in materials and services and $250,000 in capitalized fees. Accounts gained: Dakota Bake-N-Serv, Granville Market Letter, BioBasics, Manley Inc., Varnum/Armstrong/Deeter Real Estate. Lost: Zimmer Inc. Real Estate. Billings breakdown: Newspapers 5%, magazines 13%, radio 16%, spot tv 15%, outdoor 4%, business papers 37%, direct mail 10%. Employes: 6. Top exec: D.K. Funk, president.

Phone: (816) 471-4866.

**Burch Myers Cuttie**, Chicago, reported gross income of $656,131 in 1983 on billings of $4,322,591. In 1982, it reported gross income of $715,165 on billings of $4,729,078. Volume in 1983 consisted of $882,240 in media, $301,116 in materials and services and $3,139,235 in capitalized fees. In 1982, volume consisted of $911,441 in media, $229,144 in materials and services and $3,588,493 in capitalized fees. Accounts gained: Anixter Bros., Amcell Communications, Bleyle of America, John Hancock Center. Lost: Lake Shore National Bank, Sheraton-Plaza Chicago, Sheraton International at O'Hare, Savin Corp., Dynatech Microsoftware Inc. Resigned: Sheraton-Ritz Minneapolis, Fifteen Hundred Club Inc. Billings breakdown: Newspapers 11%, magazines 18%, radio 16%, spot tv 22%, outdoor 4%, transit 2%, business papers 18%, point of sale 1%, direct mail 8%. Employes: 13. Top execs: Ralph M. Burch, ceo; John C. Arnold, president; Roger Myers, Donald L. Cuttie, exec vps; Jeff Ades, senior vp.

Phone: (312) 642-0940.

**Butwin & Associates**, Minneapolis, had estimated gross income of $36,000 in 1983 on billings of $240,000. In 1982, the agency had estimated gross income of $33,750 on billings of $225,000. The agency did not provide a volume breakout for either year. Accounts gained: The Boston Clothiers, Robinson's Men's Wear, Ribnick Furs, A.M. Miller & Associates and Lickety Split. It gained and lost Tai Ping Inc. Billings breakdown: Newspapers 20%, magazines 5%, radio 20%, spot tv 10%, outdoor 10%, business papers 10%, point of sale 15%, direct mail 10%. Employes: 4. Top exec: Ronald Butwin, president.

Phone: (612) 929-8525.

**CRE Inc.**, Brazil, Ind., reported gross income of $634,507 in 1983 on billings of $4,874,494. In 1982, the agency reported gross income of $457,556 on billings of $3,691,079. The agency's volume in 1983 consisted of $561,235 in media, $538,039 in materials and services and $3,775,220 in capitalized fees. In 1982, the agency's volume consisted of $361,109 in media, $278,072 in materials and services and $3,051,898 in capitalized fees. Accounts gained: CWY Electronics, Edward H. Schmidt & Sons, The Meadows. Lost: Citizen's State Bank. Billings breakdown: Newspapers 1%, magazines 24%, radio 2%, spot tv 2%, outdoor 1%, farm publications 10%, point of sale 10%, direct mail 10%, other 40%. Employes: 24. Top execs: Michael L. Brooks, president; Leslie H. Boyle, exec vp, Leslie H. Brooks, senior vp.

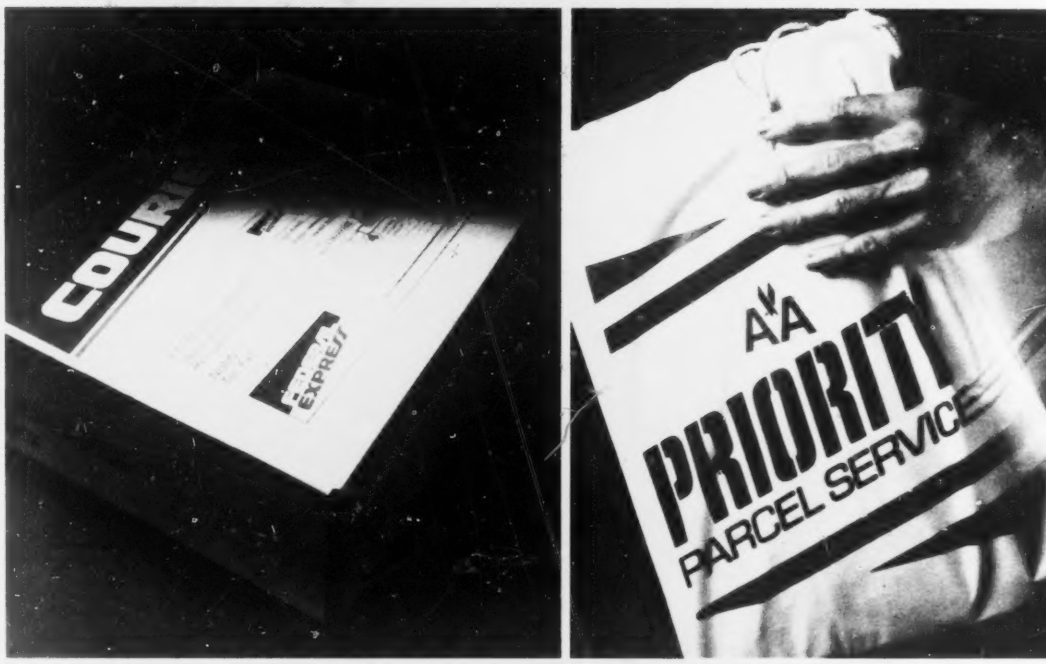
Phone: (812) 448-2525.

**CTS Associates**, Detroit, had estimated gross income of $179,931 in 1983 on billings of $1,199,540. In 1982, it had estimated gross income of $97,260 on billings of $648,400. Volume in 1983 consisted of $851,000 in media, $101,750 in materials and services and $246,790 in capitalized fees. In 1982, volume consisted of $460,000 in media, $55,000 in materials and services and $133,400 in capitalized fees. Accounts gained: Financial Equity, Your Attic Inc., National Bank of Royal Oak, National Computer Equipment. Lost: Michigan Car Wash Assn. Billings breakdown: Newspapers 35%, magazines 10%, radio 35%, spot tv 10%, cable tv 1%, business papers 1%, point of sale 5%, direct mail 1%, other 2%. Employes: 8. Top execs: C. Thomas Scholl, president; Muriel G. Scholl, exec vp.

Phone: (313) 965-0575.

**Chase/Ehrenberg & Rosene**, Chicago, reported gross income of $594,000 in 1983 on billings of $3,960,000. In 1982, it had estimated

OVER-NIGHT VS. NEXT FLIGHT



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## Gross income under $1,000,000

gross income of $435,000 on billings of $2,900,000. The agency did not breakout volume for either year. Accounts gained: Plywood Minnesota, Monogram Models, Skilcraft, Reiter's, Toys Plus Toy Stores, Video Technology U.S.A. Billings breakdown: Newspapers 3%, magazines 2%, radio 20%, spot tv 75%. Employes: 12. Top execs: Merrill Ehrenberg, president; John Rosene, exec vp.

Phone: (312) 943-3737.

**Sidney Clayton Associates**, Chicago, reported gross income of $694,505 in 1983 on billings of $4,342,710. In 1982, it reported gross income of $850,192 on billings of $5,368,574. Volume in 1983 consisted of $1,415,546 in media, $218,482 in materials and services and $2,708,682 in capitalized fees. In 1982, volume consisted of $1,204,804 in media, $500,133 in materials and services and $3,663,637 in capitalized fees. Accounts gained: All States Inc. Lost: None. Billings breakdown: business papers 40%, other 60%. Employes: 18. Top execs: Sidney Clayton, president; Wayne Clayton, vp.

Phone: (312) 648-9500.

**Connor-Sager Associates**, North Aurora, Ill., reported gross income of $700,000 in 1983 on billings of $4,900,250. In 1982, it reported gross income of $525,530 on billings of $4,111,912. Volume in 1983 consisted of $4,000,000 in media, $400,000 in materials and services and $500,250 in capitalized fees. In 1982, volume consisted of $3,504,208 in media, $213,908 in materials and services and $393,796 in capitalized fees. Account gained: Conco-Tellus. Lost: Oberweis Securities. Billings breakdown: Newspapers 5%, magazines 60%, radio 10%, transit 2%, business papers 10%, farm publications 5%, direct mail 5%, other 3%. Employes: 10. Top exec: Larry L. Meck, president.

Phone: (312) 897-1127.

**Corbett Advertising**, Rochester, Mich., reported gross income of $137,500 in 1983 on billings of $700,000. In 1982, it reported gross income of $160,000 on billings of $750,000. Volume in 1983 consisted of $450,000 in media, $250,000 in materials and services. In 1982, volume consisted of $400,000 in media, $350,000 in materials and services. Accounts gained: Sensible Software, Foamseal, Mantex Corp., Medical Awareness Foundation, Micro-Mizer. Lost: Upton Industries. Billings breakdown: Newspapers 20%, magazines 60%, radio 15%, direct mail 5%. Employes: 6. Top exec: Barbara L. Corbett, president.

Phone: (313) 651-1040.

**Covey & Koons**, Canton, O., reported gross income of $548,321 in 1983 on billings of $3,656,286. In 1982, it reported gross income of $630,756 on billings of $4,205,730. Volume in 1983 consisted of $1,625,819 in media, $406,455 in materials and services and $1,624,012 in capitalized fees. In 1982, volume consisted of $2,260,624 in media, $565,156 in materials and services and $1,379,950 in capitalized fees. Accounts gained: Harrison Handling, Midwestern Industries, Community Tire. Lost: None. Billings breakdown: Newspapers 2%, radio 7%, business papers 89%, direct mail 2%. Employes: 10. Top exec: W. Roderic Covey, president.

Phone: (216) 456-7381.

**Davis/Muender/Ostir**, Rockford, Ill., reported gross income of $246,865 in 1983 on billings of $2,078,153. The agency did not have complete figures available for 1982, its first year in operation. Volume in 1983 consisted of $262,510 in media, $322,137 in materials and services and $1,493,506 in capitalized fees. Accounts gained: Micro Switch (special projects), Zimmerman Transportation Center, The Court Clubs, The Counselor Co. (special projects). Lost: None. Billings breakdown: Newspapers 4%, magazines 65%, radio 10%, spot tv 10%, cable tv 10%, point of sale 1%. Employes: 4. Top execs: Percy J. Muender, president; Donald L. Davis, Loren L. Ostir, exec vps.

Phone: (815) 962-2020.

**Deppe & Associates**, St. Louis, had estimated gross income of $365,025 in 1983 on billings of $2,433,500. In 1982, it had estimated gross income of $315,000 on billings of $2,100,100. Volume in 1983 consisted of $1,900,000 in media, $200,000 in materials and services and $333,500 in capitalized fees. In 1982, volume consisted of $1,700,000 in media, $200,000 in materials and services and $200,100 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 5%, magazines 10%, radio 10%, spot tv 70%, cable tv 1%, business papers 2%, farm publications 2%. Employes: 12. Top execs: Darryl A. Ross, president-ceo.

Phone: (314) 652-2800.

**Detrow & Underwood**, Ashland, O., had estimated gross income of $627,116 in 1983 on billings of $4,180,776. In 1982, it had estimated gross income of $551,469 on billings of $3,676,466. Volume in 1983 consisted of $311,704 in media, $663,922 in materials and services and $3,205,150 in capitalized fees. In 1982, volume consisted of $396,109 in media, $447,423 in materials and services and $2,832,934 in capitalized fees. Accounts lost: None. Billings breakdown: magazines 15%, business papers 50%, farm publications 5%, direct mail 20%, other 10%. Employes: 14. Top execs: Jack M. Detrow, president; Gary D. Underwood, vp.

Phone: (419) 289-0265.

**Didday & Branch**, Cincinnati, had estimated gross income of $105,000 in 1983 on billings of $700,000. In 1982, it had estimated gross income of $90,000 on billings of $600,000. Volume in 1983 consisted of $150,000 in media, $500,000 in materials and services and $50,000 in capitalized fees. In 1982, volume consisted of $100,000 in media, $450,000 in materials and services and $50,000 in capitalized fees. Accounts gained: Campbell Hausfeld's Industrial Compressor division, Esscorp Electronic Sortation Systems, Cincinnati Milacron's Electronic Circuit Materials division. Billings breakdown: Newspapers 20%, magazines 50%, outdoor 5%, point of sale 20%, direct mail 5%. Employes: 15. Top execs: Kerry B. Didday, president; Harold Branch, secretary-treasurer.

Phone: (513) 871-9142.

**Doty, Phillips & Laing**, Battle Creek, Mich., reported gross income of $347,222 in 1983 on billings of $2,079,538. In 1982, it reported gross income of $321,396 on billings of $1,944,868. Volume in 1983 consisted of $238,793 in media, $290,800 in materials and services and $1,549,945 in capitalized fees. In 1982, volume consisted of $144,634 in media, $304,428 in materials and services and $1,495,806 in capitalized fees. Accounts gained: Bedford Valley Country Club, Ritzee hamburger chain. Lost: None. Billings breakdown: Newspapers 10%, magazines 15%, radio 1%, business papers 69%, point of sale 1%, direct mail 4%. Employes: 12. Top exec: Vernon C. Doty, president.

Phone: (616) 965-7255.

**Everett, Brandt & Bernauer**, Independence, Mo., reported an estimated gross income of $157,000 in 1983 on billings of $1,044,997. In 1982, it reported an estimated gross income of $182,000 on billings of $1,209,926. Volume in 1983 consisted of $665,392 in media, $202,000 in materials and services and $177,605 in capitalized fees. In 1982, volume consisted of $864,747 in media, $178,462 in materials and services and $166,717 in capitalized fees. Accounts gained: Speed Oil Co., Midwest Hanger Co., Columbia Savings, Mid-America Federal S&L, Enterprise Car Wash, Lenexa National Bank. Lost: Don Wessel Oldsmobile, International Marketing Associates, Martin Luther King Hospital, Brothers Meat Outlet. Billings breakdown: Newspapers 13%, magazines 6%, radio 20%, spot tv 16%, other 45%. Employes: 8. Top exec: James A. Everett, president.

Phone: (816) 836-1000.

**Faber Shervey**, Minneapolis, reported gross income of $126,706 in 1983 on billings of $990,793. In 1982, it reported gross income of $111,353 on billings of $868,891. Volume in 1983 consisted of $327,482 in media, $91,866 in materials and services and $571,445 in capitalized fees. In 1982, volume consisted of $279,190 in media, $82,561 in materials and services and $507,140 in capitalized fees. Accounts gained: Associated Foam Manufacturers. Lost: Possis Corp. Billings breakdown: Newspapers 6%, magazines 84%, radio 2%, business papers 4%, farm publications 4%. Employes: 4. Top execs: Paul D. Shervey, president.

Phone: (612) 881-5111.

**Fasone-Garrett Advertising**, Kansas City, Mo., had an estimated gross income of $289,776 in 1983 on billings of $1,931,840. In 1982, it reported gross income of $249,522 on billings of $1,663,480. Volume in 1983 consisted of $750,000 in media, $835,000 in materials and services and $346,840 in capitalized fees. In 1982, volume consisted of $650,000 in media, $720,000 in materials and services and $293,480 in capitalized fees. Accounts gained: United Information Services, Uninet. Billings breakdown: Newspapers 5%, magazines 5%, radio 15%, spot tv 20%, outdoor 5%, business papers 30%, point of sale 5%, direct mail 10%, other 5%. Employes: 7. Top execs: Larry Garrett, president; Mike Fasone, ceo.

Phone: (816) 753-7272.

**Fensholt Inc.**, Chicago, reported gross income of $660,602 in 1983 on billings of $4,865,031. In 1982, it reported gross income of $773,324 on billings of $5,491,288. Volume in 1983 consisted of $1,234,596 in media, $876,411 in materials and services and $2,754,024 in capitalized fees. In 1982, volume consisted of $1,399,697 in media, $906,278 in materials and services and $3,185,313 in capitalized fees. Account gained: Construction Industry Mfrs. Assn. Lost: Skagit Corp., Sedro-Woolley. Billings breakdown: Magazines 96%, business papers 2%, farm publications 2%. Employes: 15 in 2 offices. Top execs: Daniel D. Glaubke, president-ceo; Charles R. Muth, exec vp-chief operating officer.

Phone: (312) 263-1132.

**Fillman Advertising**, Champaign, Ill., reported gross income of $114,378 in 1983 on billings of $497,299. In 1982, it reported gross income of $122,360 on billings of $532,924. Volume in 1983 consisted of $323,799 in media, and $173,500 in materials and services. In 1982, volume consisted of $348,460 in media, and $184,464 in materials and services. Billings breakdown: Business papers 50%, farm publications 25%, direct mail 25%. Employes: 5. Top exec: William T. Fillman, president.

Phone: (217) 352-0002.

**FitzSimons Advertising**, Cleveland, reported gross income of $405,000 in 1983 on billings of $3,050,750. In 1982, it reported gross income of $400,000 on billings of $2,667,350. Volume in 1983 consisted of $1,150,000 in media, $400,000 in materials and services and $1,500,750 in capitalized fees. In 1982, volume consisted of $1,000,000 in media, $300,000 in materials and services and $1,367,350 in capitalized fees. Accounts gained: Network Resources Co., Cleveland's Teacher Internship Program, Watership Down Restaurant. Lost: None. Billings breakdown: Newspapers 14%, magazines 5%, radio 9% network tv 14%, outdoor 3%, transit 3%, business papers 19%, point of sale 4%, direct mail 9, other 20%. Employes: 8. Top execs: Daniel A. FitzSimons, president; Richard C. Wright, vp.

Phone: (216) 241-5656.

**Flint Advertising**, Fargo, N.D., reported gross income of $575,562 in 1983 on billings of $3,894,405. In 1982, it reported gross income of $633,497 on billings of $3,993,025. Volume in 1983 consisted of $1,334,496 in media, $723,064 in materials and services and $1,836,845 in capitalized fees. In 1982, volume consisted of $1,776,163 in media, $693,158 in materials and services and $1,523,704 in capitalized fees. Accounts gained: First Bank Fargo, North Dakota Tourism Promotion, Governor's Task Force on Drinking and Driving, Software Services. Lost: Gate City Savings, Great Plains Software. Billings breakdown: Newspapers 17%, magazines 5%, radio 16%, spot tv 16%, outdoor 3%, business papers 27%, farm publications 16%. Employes: 19. Top exec: Philip E. Stangl, president.

Phone: (701) 237-4850.

**J. Ronald Gaffe Inc.**, Okemos, Mich., reported gross income of $199,667 and a net loss of $15,194 in 1983 on billings of $922,559. In 1982, it reported gross income of $201,116 and net income of $18,149 on billings of $1,360,902. Volume in 1983 consisted of $315,996 in media, $267,085 in materials and services and $339,478 in capitalized fees. In 1982, volume consisted of $331,505 in media, $322,593 in materials and services and $706,803 in capitalized fees. Accounts gained: Inacomp Computer Center. Lost: Guardian Photofinishing. Billings breakdown: Newspapers 50%, radio 15%, spot tv 35%. Employes: 7. Top exec: J. Ronald Gaffe, president.

Phone: (517) 349-6770.

**George, Gibbs, Hammerman & Myers**, St. Louis, reported gross income of $565,000 in 1983 on billings of $6,000,000. In 1982, it reported gross income of $575,000 on billings of $5,834,000. Volume in 1983 consisted of $3,900,000 in media and $2,100,000 in materials and services. In 1982, volume consisted of $3,834,000 in media and $2,000,000 in materials and services. The agency did not report accounts gained or lost. Billings breakdown: Newspapers 4%, magazines 1%, radio 40%, spot tv 41%, cable 1%, outdoor 1%, business papers 10%, transit 1%. Employes: 12. Top execs: Irven Hammerman, chairman-ceo; Louis Myers, president.

Phone: (314) 428-9850.

**Goble & Associates**, Chicago, had estimated gross income of $287,038 in 1983 on billings of $1,913,590. The agency did not report figures for 1982. Volume in 1983 consisted of $300,000 in media, $1,100,000 in materials and services and $513,590 in capitalized fees. Accounts gained: Ames Division of Miles Laboratories, Abbott Hospital Products Division. Lost: None. Billings breakdown: Magazines 25%, direct mail 15%, other 60%. Employes: 10. Top execs: Edward G. Goble, president-ceo; James Robinson, Jacqueline Fitzgerald, senior vps; David Meade, exec vp.

Phone: (312) 565-0552.

**Gordon Group**, Grand Rapids, Mich., reported gross income of $728,900 in 1983 on billings of $2,671,600. In 1982, it reported gross income of $172,500 on billings of $559,100. The agency had a net income of $234,400 in 1983 and a net loss of $20,951 in 1982. Volume in 1983 consisted of $301,500 in media, $2,170,000 in materials and services and $200,100 in capitalized fees. In 1982, volume consisted of $125,000 in media, $234,000 in materials and services and $200,100 in capitalized fees. Accounts gained: Andrews Jewelers, Odyssey Video Games. Billings breakdown: Newspapers 20%, magazines 5%, supplements 5%, radio 10%, spot tv 5%, point of sale 50%, direct mail 5%. Employes: 11. Top exec: Thomas L. Gordon, president.

Phone: (616) 458-6509.

**Gregory Inc.**, Cleveland, reported gross income of $922,577 in 1983 on billings of $4,931,314. In 1982, it reported gross income of $786,815 on billings of $6,576,011. Volume in 1983 consisted of $210,078 in media, $671,439 in materials and services and $4,049,797 in capitalized fees. In 1982, volume consisted of $1,221,656 in media, $677,098 in materials and services and $4,677,257 in capitalized fees. Figures do not include those of subsidiaries Gregory PR Inc., or ADS Inc. Accounts gained: Acme Technologies Group, Astrup Co., Geauga Co., division of Carlisle Corp., Hunger U.S., Kadee Industries, Midwest Gear Corp., Midwest Listings, Parker Hannifin Aircraft Wheel & Brake. Lost: Black & Decker Air Tools, Capital University, Fairmount Tool & Forging, Girkins Electric, King of Parts, Reliance Electric Mechanical Group, Tectum Inc. Billings breakdown: Newspapers 27.5%, magazines 72.5%. Employes: 21. Top exec: J. A. Rini, president.

Phone: (216) 621-9632.

**The Carl Guldberg Agency**, Ann Arbor, Mich., reported gross income of $474,324 in 1983 on billings of $3,234,927. In 1982, it reported gross income of $369,225 on billings of $2,040,032. Volume in 1983 consisted of $468,104 in media, $476,172 in materials and services and $2,290,651 in capitalized fees. In 1982, volume consisted of $361,568 in media, $381,183 in materials and services and $1,297,281 in capitalized fees. Accounts gained: None. It resigned ISE/MDBS. Billings breakdown: Business papers 35%, other 65%. Employes: 8. Top exec: Carl E. Guldberg, president.

Phone: (313) 761-8678.

**Haselow & Associates**, Cleveland, reported gross income of $320,000 in 1983 on billings of $2,509,600. In 1982, it reported gross income of $314,000 on billings of $2,369,380. Volume in 1983 consisted of $210,000 in media, $165,200 in materials and services and $2,134,400 in capitalized fees. In 1982, volume consisted of $150,000 in media, $125,000 in materials and services and $2,094,380 in capitalized fees. Accounts gained: Cuyahoga Community College-Career Resources Academy; VIPCP-Vinyl Improvement Products Co. Billings breakdown: Business papers 23%, direct mail 5%, sales literature 35%, public relations 35%, research 2%. Employes: 7. Top exec: John H. Haselow, president.

Phone: (216) 831-6060.

**Hiebing Group**, Madison, Wis., reported gross income of $661,502 in 1983 on billings of $5,029,304. In 1982, it reported gross income of $605,421 on billings of $4,616,659. Volume in 1983 consisted of $680,944 in media, $526,703 in materials and services and $3,821,657 in capitalized fees. In 1982, volume consisted of $753,579 in media, $536,125 in materials and services and $3,326,955 in capitalized fees. Accounts gained: Dept. of Industry, Labor & Relations, Madison Metro. Lost: None. Billings breakdown: Newspapers 10%, magazines 5%, radio 4%, spot tv 65%, point of sale 1%, direct mail 2%, other 13%. Employes: 16. Top exec: Roman J. Hiebing Jr., president.

Phone: (608) 256-6357.

**High Plains Advertising**, Dodge City, Kan., reported gross income of $160,043 in 1983 on billings of $613,939. In 1982, it reported gross income of $189,945 on billings of $1,258,769. Volume in 1983 consisted of $320,086 in materials and services and $293,853 in capitalized fees. In 1982, volume consisted of $328,300 in materials and services and $930,469 in capitalized fees. Accounts gained: None. Lost: Magouirk Chevrolet. Billings breakdown: Newspapers 13%, radio 42%, spot tv 10%, outdoor 1%, farm publications 5%, point of sale 20%, direct mail 7%, other 2%. Employes: 3. Top exec: Joe Berkely, president.

Phone: (316) 227-7171.

**Huwen & Davies**, Chicago, reported gross income of $635,000 in 1983 on billings of $4,235,000. In 1982, it reported gross income of $612,000 on billings of $4,160,000. No volume breakout was provided. Accounts gained: American Marketing Assn., Fenco Inc., Standard Metal Products Co., Traxx Freight Systems. Lost: None. Billings breakdown: business papers 50%, other 50%. Employes: 19. Top execs: Charles E. Huwen, chairman; Lewis P. Hayhurst, president; John B. Peters, exec vp; Griffith A. Davies, vice-chairman; Anna Witt-Kite, vp.
Phone: (312) 853-2860.

**Jacobson Advertising**, Sheboygan, Wis., had estimated gross income of $733,050 in 1983 on billings of $4,887,000. Volume in 1983 consisted of $1,370,000 in media, $1,182,000 in materials and services and $2,335,000 in capitalized fees. The agency did not provide figures for 1982. Accounts gained: Cycles de France, Menasha Corp. packaging group, Sheboygan Clinic, St. Nicholas Hospital, West Bend Humidifier division of Bemis Mfg., Leverenz Shoe Co., Gilson Bros. commercial products division. Billings breakdown: Newspapers 5%, magazines 55%, radio 5%, spot tv 10%, outdoor 5%, business papers 5%, point of sale 5%, direct mail 10%. Employes: 20. Top execs: Johnathon L. Rost, president; Frank C. Jacobson, chairman.
Phone: (414) 458-3541.

**T.S. Jenkins & Associates**, Flint, Mich., reported gross income of $416,287 in 1983 on billings of $2,874,649. In 1982, it reported gross income of $315,712 on billings of $2,081,306. Volume in 1983 consisted of $1,064,000 in media, $210,850 in materials and services and $1,599,799 in capitalized fees. In 1982, volume consisted of $780,227 in media, $169,500 in materials [illegible]ervices and $1,131,579 in capital[illegible]ees. Billings breakdown: Newspapers 40.4%, magazines 18.7%, radio 21.3%, spot tv 11.3%, outdoor 8%. Employes: 10. Top exec: John G. LeSage, president.
Phone: (313) 235-5654.

**James O. Jones Advertising**, Kansas City, Mo., reported gross income of $101,500 in 1983 on billings of $677,012. Volume in 1983 consisted of $58,950 in media, $97,382 in materials and services and $20,680 in capitalized fees. The agency did not provide figures for 1982. Billings breakdown: Magazines 80%, direct mail 20%. Employes: 1. Top exec: James O. Jones, owner.
Phone: (816) 931-9139.

**Jones, Anastasi & Mitchell**, Erie, Pa., reported gross income of $467,062 in 1983 on billings of $6,090,782. In 1982, it reported gross income of $395,640 on billings of $4,828,490. Volume in 1983 consisted of $1,668,082 in media, $354,000 in materials and services and $4,068,700 in capitalized fees. In 1982, volume consisted of $1,413,000 in media, $112,000 in materials and services and $3,303,490 in capitalized fees. Accounts gained: National Gas & Oil Corp., *The Times Record*, Jetstream International Airlines. Lost: Country Fair Stores. Billings breakdown: Newspapers 39%, magazines 2%, supplements 2%, radio 30%, spot tv 21%, outdoor 6%. Employes: 13 in two offices. Top execs: H. Douglas Jones, president; Joseph A. Anastasi, exec vp.
Phone: (814) 453-6635.

**Kinzie & Green**, Wausau, Wis., reported gross income of $317,696 in 1983 on billings of $2,436,365. In 1982, it reported gross income of $326,648 on billings of $2,278,204. Volume in 1983 consisted of $737,914 in media, $304,768 in materials and services and $1,393,683 in capitalized fees. In 1982, volume consisted of $987,341 in media, $244,807 in materials and services and $1,045,056 in capitalized fees. Accounts gained: Wausau Metals, Citizens National Bank, Murray Machinery, Abbyland Processing. Lost: Felker Brothers, Preway, Tommy's, St. Croix. Billings breakdown: Newspapers 10%, magazines 10%, spot tv 6%, business papers 44%, other 30%. Employes: 10. Top exec: Leslie C. Green, president.
Phone: (715) 845-4251.

**Kostman/Schmid & Associates**, Chicago, had estimated gross income of $825,000 in 1983 on billings of $5,500,000 with non-U.S. income of $500,000. The agency did not provide figures for 1982 and did not break out its billings for 1983. Accounts gained: Espree Wheel Care Products, Quinlan & Tyson Realtors, Chicago Cellular Phone Services, Leavitt Communications, Universal Synthetic Additives, TR-3 Resin Glaze. Billings breakdown: Newspapers 6%, magazines 22%, radio 9%, spot tv 38%, network tv 20%, business papers 5%. Employes: 10. Top execs: M. F. 'Skip' Kostman, president.
Phone: (312) 649-5800.

**LaBelle & Shallbetter**, Minneapolis, reported gross income of $905,000 in 1983 on billings of $6,033,400. In 1982, it reported gross income of $888,500 on billings of $5,923,400. Volume in 1983 consisted of $5,000,000 in media, $900,000 in materials and services and $133,400 in capitalized fees. In 1982, volume consisted of $4,900,000 in media, $890,000 in materials and services and $133,400 in capitalized fees. Accounts gained: Nankin Express, Jack & Jill Stores, Children's Wearhouse. Lost: President Homes. Billings breakdown: Newspapers 24%, magazines 2%, radio 20%, spot tv 50%, outdoor 1%, point of sale 1%, direct mail 1%, other 1%. Employes: 14. Top execs: Lawrence S. LaBelle, president; Thomas A. Shallbetter, exec vp.
Phone: (612) 338-7616.

**Martin A. Lave Marketing**, Indianapolis, had estimated gross income of $226,402 in 1983 on reported billings of $1,509,353. In 1982, it had estimated gross income of $168,177 on reported billings of $1,121,185. Volume in 1983 consisted of $985,810 in media, $216,723 in materials and services and $306,820 in capitalized fees. In 1982, volume consisted of $713,148 in media, $141,237 in materials and services and $266,800 in capitalized fees. Accounts gained: Education Management Corp., Data Com Corp. Lost: Hefner Chevrolet. Billings breakdown: Newspapers 13%, magazines 7%, radio 10%, spot tv 50%, cable tv 5%, outdoor 5%, business papers 2%, direct mail 8%. Employes: 8. Top execs: Martin Lave, president; Ralph Drybrough, exec vp.
Phone: (317) 872-0971.

**Laven, Fuller & Perkins**, Chicago, reported gross income of $396,720 in 1983 on billings of $2,675,844. In 1982, it reported gross income of $269,804 on billings of $1,833,059. Volume in 1983 consisted of $2,308,748 in media, $287,056 in materials and services and $80,040 in cap-

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## Gross income under $1,000,000

italized fees. In 1982, volume consisted of $1,671,040 in media, $162,019 in materials and services. Accounts gained: Energetix Inc., Sorensen Chevrolet, Metro Cash & Carry (special projects), JMB Realty, Upjohn Health Care Services, Telesphere Corp. Lost: None. Billings breakdown: Newspapers 69%, magazines 12%, radio 4%, spot tv 2%, business papers 5%, point of sale 3%, direct mail 5%. Employes: 14. Top exec: James P. Perkins, president.

Phone: (312) 440-1818.

**Lessing-Flynn**, Des Moines, had estimated gross income of $745,851 in 1983 on billings of $4,972,342. The agency did not report figures for 1982. No volume breakout was provided for 1983. Accounts gained: Bob Allen Cos., ACI, Frye Copy Systems, Hopkins Sporting Goods, Powers Mfg., North Slope, Rolfes, Sunnytime Foods, Winpower. Lost: Delong Sportswear. Billings breakdown: Newspapers 12%, magazines 12%, radio 22%, spot tv 20%, cable tv 2%, outdoor 1%, transit 1%, business papers 12%, farm publications 16%, point of sale 1%, direct mail 1%. Employes: 18. Top execs: C. Thomas Flynn, president; Joseph Rosenburg, exec vp.

Phone: (515) 274-9271.

**Walter P. Luedke & Associates**, Rockford, Ill., reported estimated gross income of $67,000 in 1983 on billings of $393,943. In 1982, it reported estimated gross income of $60,000 on billings of $355,316. Volume in 1983 consisted of $79,912 in media, $161,755 in materials and services and $152,276 in capitalized fees. In 1982, volume consisted of $71,561 in media, $146,754 in materials and services and $137,001 in capitalized fees. Accounts gained: Hydro-Line Manufacturing Co. Lost: American Metal Ware Co. Billings breakdown: Newspapers 5%, magazines 70%, farm publications 5%, direct mail 20%. Employes: 4. Top exec: W.P. Luedke, president.

Phone: (815) 398-4207.

**Lundmark Advertising & Design**, Kansas City, Mo., reported gross income of $50,000 in 1983 on billings of $600,000. In 1982, it reported gross income of $38,000 on billings of $514,000. Volume in 1983 consisted of $200,000 in media, $400,000 in materials and services. In 1982, volume consisted of $144,000 in media, $370,000 in materials and services. The agency did not break down its billings. Employes: 4. Top exec: Fred Trent, president.

Phone: (816) 842-5236.

**MAP Advertising**, Springfield, Mo., reported gross income of $782,241 in 1983 on billings of $4,093,762. In 1982, it reported gross income of $485,412 on billings of $2,410,592. In non-U.S. contributions, it reported $23,412 in income in 1983 on $220,382 in billings. In 1982, it reported $3,465 in income on billings of $23,111. Domestic volume in 1983 consisted of $1,414,772 in media, $63,892 in materials and services and $2,394,716 in capitalized fees. In 1982, volume consisted of $1,012,742 in media, $53,639 in materials and services and $1,321,100 in capitalized fees. Accounts gained: Tastee Freez International, Tastee Freez of Georgia, Fast Food Systems, Shenandoah Foods, Missouri State Fair, Swiss Villa Amphitheatre, Ozarks Auto Show, Kountry Kin, Nubbin Ridge Charcoal, First National Bank, Security Bank. Lost: Citizens Bank of Warrensburg, Arcadia Amusements, Barth Co. Billings breakdown: Newspapers 12%, magazines 10%, supplements 8%, radio 16%, spot tv 33%, cable tv 2%, outdoor 1%, business papers 4%, farm publications 4%, point of sale 5%, direct mail 5%. Employes: 22. Top execs: Joseph H. Straughan Jr., president; Raymond D. Bradshaw, exec vp.

Phone: (417) 866-2779.

**Mace Advertising**, Morton, Ill., reported gross income of $780,910 in 1983 on billings of $7,685,937. In 1982, it reported gross income of $1,436,701 on billings of $15,639,908. Volume in 1983 consisted of $5,036,207 in media, $139,455 in materials and services and $2,510,275 in capitalized fees. In 1982, volume consisted of $8,373,236 in media, $381,551 in materials and services and $6,885,121 in capitalized fees. Accounts gained: Graham Hospital, C. Jack's Auto Sales. Lost: American Motors Factory Co-op. Billings breakdown: Newspapers 32%, magazines 1%, radio 3%, spot tv 17%, outdoor 6%, farm publications 1%, other 40%. Employes: 16. Top execs: Robert F. Voss, chairman; Robert D. Heubach, president.

Phone: (309) 266-5371.

**Mallof, Abruzino & Nash**, Lombard, Ill., reported gross income of $354,000 in 1983 on billings of $2,360,030. No figures were provided for 1982. Volume in 1983 consisted of $2,300,000 in media and $60,030 in capitalized fees. Accounts gained: Central Chevrolet, Chicagoland Alfa Romeo Dealers Assn., Willowbrook Ford, American Office Equipment Co. Lost: Toyota West. Billings breakdown: Newspapers 35%, magazines 2%, supplements 10%, radio 10%, spot tv 30%, outdoor 5%, business papers 3%, direct mail 5%. Employes: 7. Top exec: Edward G. Mallof, president.

Phone: (312) 964-7722.

**Marbro Advertising**, Columbus, Ohio, reported gross income of $130,724 in 1983 on billings of $1,118,942. In 1982, it reported gross income of $118,689 on billings of $1,021,631. Volume in 1983 consisted of $933,268 in media, $102,680 in materials and services and $82,994 in capitalized fees. In 1982, volume consisted of $712,556 in media, $218,816 in materials and services and $90,259 in capitalized fees. Accounts gained: Discount Aquarium & Pet Supply, Volunteers of America. Billings breakdown: Newspapers 32%, magazines 16%, radio 28%, spot tv 15%, business papers 9%. Employes: 5. Top exec: Marvin Brown, president.

Phone: (614) 224-1992.

**MarketAide Inc.**, Salina, Kan., reported gross income of $588,005 in 1983 on billings of $3,911,010. In 1982, it reported gross income of $751,971 on billings of $5,166,996. Volume in 1983 consisted of $373,182 in media, $996,385 in materials and services and $2,541,443 in capitalized fees. In 1982, volume consisted of $434,543 in media, $1,950,193 in materials and services and $2,782,260 in capitalized fees. Accounts gained: Lor•Al Equipment Co. Lost: A&K Railroad Materials. Billings breakdown: Newspapers 8%, magazines 1%, radio 20%, spot tv 24%, outdoor 1%, business papers 20%, farm publications 5%, point of sale 1%, direct mail 20%. Employes: 17. Top execs: Gary D. Ray, chairman-ceo; Russell C. Norwood, president.

Phone: (913) 825-7161.

**Marstrat Inc.**, Chicago, had estimated gross income of $300,000 in 1983 on billings of $2,000,000. In 1982, it had estimated gross income of $270,000 on billings of $1,800,000. Volume in both years was all in media. Accounts lost: Premier Engraving. Billings breakdown: Newspapers 5%, magazines 2%, radio 3%, business papers 85%, farm publications 5%. Employes: 10. Top execs: M.J. Pulver, president; E.R. Wentz, R.W. Wilson, vps; W.D. Leavitt, senior editor.

Phone: (312) 321-5820.

**Jack Mathis Advertising**, Libertyville, Ill., reported gross income of $191,774 in 1983 on billings of $1,309,397. In 1982, it reported gross income of $175,226 on billings of $1,168,505. Volume in 1983 consisted of $457,078 in media, $98,122 in materials and services and $754,197 in capitalized fees. In 1982, volume consisted of $424,012 in media, $86,177 in materials and services and $658,316 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: business papers 52%, direct mail 12%, other 36%. Employes: 3. Top exec: Jack Mathis, president.

Phone: (312) 367-1826.

**McIlhenny-Humphrey**, Pittsburgh, reported gross income of $427,000 in 1983 on billings of $2,800,000. In 1982, it reported gross income of $413,000 on billings of $2,404,000. Volume in 1983 consisted of $1,112,000 in media, $1,014,000 in materials and services and $674,000 in capitalized fees. In 1982, volume consisted of $978,560 in media, $822,320 in materials and services and $603,120 in capitalized fees. Accounts gained: Crown Union, Dick Corp., Tribune Review, Southwest National Bank, Vanguard Federal Savings Bank, Westmoreland Casualty Co. Lost: National Consumer Discount Co. Billings breakdown: Newspapers 62%, magazines 19%, radio 10%, spot tv 1%, outdoor 8%. Employes: 8. Top execs: John Humphrey, president; Edward Spahr, exec vp; Richard Herbert, senior vp.

Phone: (412) 261-4611.

**Meldrum & Campbell**, Cleveland, had an estimated gross income of $461,020 in 1983 on billings of $3,073,470. In 1982, it had an estimated gross income of $473,666 on billings of $3,157,778. Volume in 1983 consisted of $2,105,640 in media and $967,830 in capitalized fees. In 1982, volume consisted of $2,408,392 in media and $749,386 in capitalized fees. Accounts gained: Greater Cleveland (ADI) Olds Dealer Group, Sony Consumer Products Group, Eden Properties, Radio Stations WGAR and WKSW, Calvert Instruments, C.K. Newcomb & Associates. Lost: None. Billings breakdown: Newspapers 15%, magazines 20%, radio 20%, spot tv 40%, direct mail 5%. Employes: 10. Top execs: Donald A. Campbell, president-ceo; Andrew B. Meldrum, chairman.

Phone: (216) 696-3456.

**Menaker & Wright**, Chicago, reported gross income of $747,000 in 1983 on billings of $5,256,700 with net income of $191,000. In 1982, it reported gross income of $880,000 on billings of $5,828,700 with net income of 234,000. Volume in 1983 consisted of $2,150,000 in media, $372,000 in materials and services and $2,734,700 in capitalized fees. In 1982, volume consisted of $1,450,000 in media, $310,000 in materials and services and $4,068,870 in capitalized fees. Accounts gained: Wine Spectrum, H.P. Hood, Welch Foods. Lost: Gillette, Pepe's Tacos, Pillsbury, Corn Products. Billings breakdown: Newspapers 25%, magazines 15%, supplements 5%, radio 25%, spot tv 10%, cable tv 5%, business papers 5%, point of sale 2%, direct mail 8%. Employes: 10. Top execs: Warren M. Menaker; Kenneth T. Wright.

Phone: (312) 266-1177.

**Mills Communications**, Oak Brook, Ill, reported gross income of $290,000 in 1983 on billings of $2,550,000. In 1982, it reported gross income of $292,500 on billings of $2,572,020. Volume in 1983 consisted of $1,566,350 in media, $350,000 in materials and services and $633,650 in capitalized fees. In 1982, volume consisted of $1,485,000 in media, $380,000 in materials and services and $707,020 in capitalized fees. Accounts gained: Medcon, Gil Med, Concepts Dynamic, Metro Cash and Carry. Lost: Ajax Rent-a-car, National Tv

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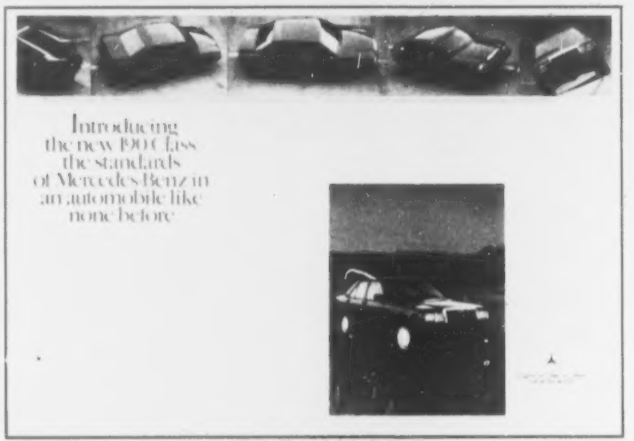
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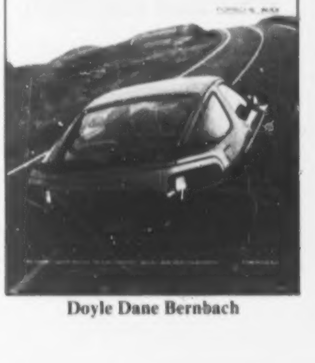

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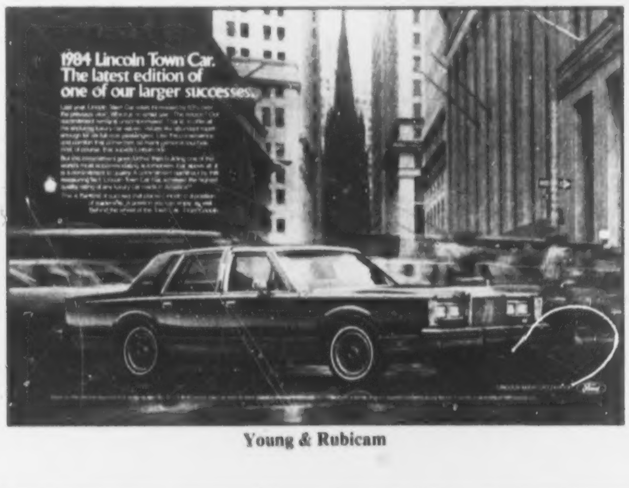

Young & Rubicam

Log. Billings breakdown: Newspapers 23%, magazines 2%, supplements 6%, radio 10%, spot tv 25%, outdoor 5%, business papers 12%, transit 1%, point of sale 5%, direct mail 10%, other 1%. Employes: 9. Top execs: Robert W. Mills, president; James H. Smith, exec vp-partner.
Phone: (312) 527-9060.

**Mohawk Advertising**, Mason City, Ia., had estimated gross income of $827,800 in 1983 on billings of $5,518,771. In 1982, it reported gross income of $549,785 on billings of $3,649,633. Volume in 1983 consisted of $1,340,294 in media, $687,283 in materials and services and $3,491,194 in capitalized fees. In 1982, volume consisted of $1,077,452 in media, $516,741 in materials and services and $2,055,440 in capitalized fees. Accounts gained: Control-o-fax, Safeguard, Schettler Seeds, Henkel Construction, Astro Buildings, Wilson Seed, Golden Sun Feeds, North Iowa Medical Center, Schneider Metal Mfg. Lost: None. Billings breakdown: Newspapers 8%, magazines 16%, radio 18%, spot tv 32%, outdoor 5%, farm publications 21%. Employes: 24. Top exec: James S. Clark, chairman-president.
Phone: (515) 423-1354.

**Omaha Creative Group**, Omaha, had estimated gross income of $312,525 in 1983 on billings of $2,083,500. In 1982, it had estimated gross income of $415,050 on billings of $2,767,000. Volume in 1983 consisted of $400,000 in media, $1,350,000 in materials and services and $333,500 in capitalized fees. In 1982, volume consisted of $500,000 in media, $1,600,000 in materials and services and $667,000 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 3%, magazines 16%, direct mail 80%, other 1%. Employes: 12. Top execs: Frederick J. Simon, chairman-president; Bob Bonardi, exec vp.
Phone: (402) 397-9310.

**Orion Group**, Minneapolis, reported gross income of $787,500 in 1983 on billings of $5,250,000. In 1982, it reported gross income of $667,500 on billings of $4,450,000. No volume breakout was provided. Accounts gained: Enderes Tools, Great Expectations, Hoben Corp., Midwest Stereo, Big Wheel Auto Stores, Miller Securities, National Insurance Wholesalers, Sheraton Ritz Hotel. Lost: Propper Oil, Yellow Cab-Minneapolis. Billings breakdown: Newspapers 20%, magazines 10%, radio 20%, spot tv 18%, outdoor 10%, transit 2%, business papers 10%, direct mail 10%. Employes: 20. Top execs: Myles Spicer, chairman; Edward Rubenstein, president; Sydney Rich, Stan Opstad, vps.
Phone: (612) 544-2115.

**Patterson Advertising Agency**, Topeka, reported gross income of $739,325 in 1983 on billings of $4,754,959. In 1982, it reported gross income of $664,961 on billings of $4,389,881. Volume in 1983 consisted of $1,875,558 in media, $464,881 in materials and services and $2,414,520 capitalized fees. In 1982, volume consisted of $1,460,931 in media, $333,273 in materials and services and $2,595,677 in capitalized fees. Accounts gained: Berry Electronics, Plaza Toyota/Mazda, Gage Shopping Center, Linn Enterprises. Lost: Duffens Optical, Magic One Hour Photo. Billings breakdown: Newspapers 25%, radio 20%, spot tv 45%, business papers 10%. Employes: 19. Top execs: Duane T. Patterson, chairman; Donald M. Shurtz, president.
Phone: (913) 266-3636.

**Maurice Paulsen Advertising**, Sioux Falls, S.D., reported gross income of $265,701 in 1983 on billings of $1,535,701. In 1982, it reported gross income of $213,568 on billings of $1,416,706. Volume in 1983 consisted of $1,320,209 in media, $167,468 in materials and services and $48,024 in capitalized fees. In 1982, volume consisted of $1,204,360 in media, $160,320 in materials and services and $52,026 in capitalized fees. Account gained: Foreign Candy Co. Billings breakdown: Newspapers 14%, magazines 38%, radio 10%, spot tv 18%, outdoor 1%, business papers 3%, farm publications 12%, direct mail 4%. Employes: 6. Top exec: Maurice Paulsen, president.
Phone: (605) 336-1745.

**Peterson-Morris**, St. Paul, Minn., reported gross income of $650,000 in 1983 on billings of $4,333,000. In 1982, it reported gross income of $600,000 on billings of $4,000,000. No agency breakout was provided. Accounts gained: Basement Water Control Corp., Colwell/North Central, Control Data Corp., ADVANTAGE programs and services, McGlynn Bakeries, Minnesota Approved Seed Processors Assn., Minnesota Dairy Herd Improvement Assn., South Dakota Crop Improvement Assn., Standard Aero International Inc., Symphony Place, The Plaza, Des Moines, Iowa. Lost: None. The agency did not break down its billings by percentage. Top exec: Jack Morris, president.
Phone: (612) 645-0581.

**L. Quillin & Associates**, LaCrosse, Wis., reported gross income of $590,150 and net income of $18,838 in 1983 on billings of $1,390,772. In 1982, the agency reported gross income of $389,668 and net income of $19,637 on billings of $960,613. Volume in 1983 consisted of $241,438 in media, $207,509 in materials and services and $941,825 in capitalized fees. In 1982, volume consisted of $125,738 in media, $163,234 in materials and services and $671,641 in capitalized fees. Accounts gained: LaCrosse Rubber Mills, Oktober Fest Inc., Desmond's Formal Wear, Riverfest Inc., LaCrosse Queen, Winona Princess. Billings breakdown: Newspapers 12%, magazines 8%, supplements 24%, radio 21%, spot tv 16%, outdoor 4%, business papers 8%, point of sale 1%, direct mail 4%, other 2%. Employes: 7. Top exec: Lawrence J. Quillin, president.
Phone: (608) 788-8292.

**Rathke Blair Kerns & Frost**, Rockford, Ill., reported gross income of $777,280 in 1983 on billings of $5,070,850. In 1982, it reported gross income of $648,713 on billings of $4,193,105. Volume in 1983 consisted of $1,016,200 in media, $638,663 in materials and services and $3,415,987 in capitalized fees. In 1982, volume consisted of $904,479 in media, $380,012 in materials and services and $2,908,614 in capitalized fees. Accounts gained: ComputerLand of Rockford, ComputerLand of St. Charles, CherryVale Mall, Dekalb AgResearch, United Banks, Warren's Turf Nursery. Lost: Caldwell Co., Computer Store. Billings breakdown: Newspapers 17%, magazines 5%, radio 19%, spot tv 16%, outdoor 5%, business papers 21%, farm publications 12%, direct mail 5%. Employes: 14. Top execs: Roger H. Rathke, president; John A. Frost, exec vp.
Phone: (815) 226-9130.

**Jay Reich Inc.**, Pittsburgh, had estimated gross income of $375,000 in 1983 on reported billings of $2,500,000. In 1982, it had estimated gross income of $525,000 on reported billings of $3,500,000. No volume breakout was provided. Billings breakdown: Newspapers 10%, magazines 10%, radio 10%, spot tv 10%, outdoor 10%, business papers 20%, point of sale 10%, direct mail 20%. Employes: 9. Top execs: Louis Lasday, president-ceo; Frank DeAndrea, exec vp.
Phone: (412) 281-4377.

**Rhea & Kaiser**, Oak Brook, Ill., had estimated gross income of $918,840 in 1983 on billings of $6,125,600. In 1982, it had estimated gross income of $750,265 on billings of $5,001,772. Volume in 1983 consisted of $1,571,000 in media, and $4,554,600 in capitalized fees. In 1982, volume consisted of $1,456,000 in media, and $3,545,772 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 5%, magazines 5%, radio 10%, farm publications 50%, point of sale 15%, direct mail 15%. Employes: 14. Top execs:

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"Your company's Payroll Savings Plan provides extraordinary financial benefits for your employees with New Variable Rate United States Savings Bonds.

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"It's a crop that is bound to double . . . or better in just 10 years!"

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"Guaranteed to earn no less than 7.5% . . . without going out on a limb."

"Series EE Bonds are directly related to Money Market rates of return. Important to all is the fact that they are backed by the United States Government. Savers who hold their U.S. Bonds for five years or more are protected by a guaranteed 7.5% minimum return. Finally, the interest on bonds is federal tax deferred and free from state and local taxes, an unbeatable advantage.

"Start your company's campaign today and encourage your people to use the Payroll Savings Plan to buy U.S. Savings Bonds. Your local Savings Bond Representative will be happy to help you."

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*Texas Eastern Corp*

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*Johnson & Johnson*

***John T. Collinson***
*Chessie System, Inc*

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*National Can Corp*

***John W. Culligan***
*American Home Products Corp*

***Kenneth T. Derr***
*Chevron U.S.A., Inc*

***Royce Diener***
*American Medical International, Inc*

***John W. Dixon***
*E-Systems, Inc*

***Robert F. Erburu***
*The Times Mirror Co*

***William S. Fishman***
*ARA Services, Inc*

***Robert M. Flanagan***
*Western Union Corp*

***A. Paul Funkhouser***
*CSX Corp.*

***Robert W. Galvin***
*Motorola, Inc*

***David C. Garrett, Jr.***
*Delta Air Lines, Inc*

***Maurice R. Greenberg***
*American International Group, Inc*

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***Harry L. Hufford***
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***Ramon L. Humke***
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***H. William Lurton***
*Jostens, Inc*

***John G. McElwee***
*John Hancock Mutual Life Insurance Co*

***David F. Nelson***
*Wisconsin Telephone Co*

***John J. Nevin***
*Firestone Tire & Rubber Co*

***Guy W. Nichols***
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***John T. Pollock***
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***Martin J. Schwab***
*United Merchants & Manufacturers, Inc*

***Dr. Harold T. Shapiro***
*University of Michigan*

***The Honorable John Spellman***
*Governor of the State of Washington*

***Robert P. Straetz***
*Textron, Inc*

***Eugene J. Sullivan***
*Borden, Inc*

***Richard P. Sullivan***
*Easco Corp*

***W. Paul Tippett, Jr.***
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# Gross income under $1,000,000

Stephen L. Rhea, president; John V. Kaiser, exec vp; Tony Filipelli, Ron Peabody, vps.
Phone: (312) 654-3344.

**Rubin-Van Slyke**, formerly Rubicom Associates, Bannockburn, Ill., reported gross income of $330,230 in 1983 on billings of $2,221,520. In 1982, the agency reported gross income of $276,250 on billings of $1,852,040. Volume in 1983 consisted of $758,000 in media, $556,400 in materials and services and $907,120 in capitalized fees. In 1982, volume consisted of $667,000 in media, $438,000 in materials and services and $747,040 in capitalized fees. Accounts gained: ONEAC, La Marche Mfg., Labsonics, Unison Industries. Lost: None. Billings breakdown: Newspapers 2%, business papers 78%, direct mail 20%. Employes: 8. Top execs: Ronald Rubin, president; Todd Van Slyke, exec vp.
Phone: (312) 295-7700.

**Jerome H. Schmelzer & Associates**, Cleveland, reported gross income of $177,000 in 1983 on billings of $1,476,510 with net income of $58,000. In 1982, it reported gross income of $202,000 on billings of $1,765,300 with net income of $72,000. Volume in 1983 consisted of $298,000 in media, $158,000 in materials and services and $1,020,510 in capitalized fees. In 1982, volume consisted of $326,000 in media, $172,000 in materials and services and $1,267,300 in capitalized fees. Accounts gained: West Bay Manor Nursing Homes, Colejon Mechanical Corp., Ursuline College, Health Care Review Systems. Lost: Women's Apparel Warehouse. Billings breakdown: Newspapers 22%, magazines 16%, radio 26%, spot tv 11%, outdoor 4%, business papers 9%, direct mail 12%. Employes: 9. Top exec: Jerome H. Schmelzer, president.
Phone: (216) 696-5550.

**Scott & Scott Advertising**, Evanston, Ill., reported gross income of $40,000 in 1983 on billings of $200,000. In 1982, it reported the same gross income and billings figures. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 40%, magazines 10%, radio 20%, spot tv 20%, business papers 10%. Employes: 2. Top execs: Robert J. Scott, president; Lucy A. Scott, vp.
Phone: (312) 675-4714.

**Semel/Kaye & Company**, Northbrook, Ill., had estimated gross income of $315,000 in 1983 on billings of $2,100,000. In 1982, it had estimated gross income of $180,000 on billings of $1,200,000. No volume breakout was provided. Accounts gained: Motorola Display Systems, Ryan Insurance Group, CEJN Corp., Psychotechnics, Marcon Division Toshiba. Lost: None. Billings breakdown: Newspapers 1%, magazines 1%, radio 1%, spot tv 1%, outdoor 2%, business papers 40%, point of sale 5%, direct mail 15%, other 34%. Employes: 12. Top execs: Richard L. Kaye, managing partner; Charles E. Semel, partner.
Phone: (312) 564-8860.

**Sheffer & Peters**, South Bend, Ind., reported gross income of $726,000 in 1983 on billings of $5,609,570. In 1982, it reported gross income of $506,000 on billings of $3,919,800. Volume in 1983 consisted of $370,000 in media, $764,000 in materials and services and $4,475,570 in capitalized fees. In 1982, volume consisted of $350,000 in media, $545,000 in materials and services and $3,024,800 in capitalized fees. Accounts gained: Berkel Inc., Challenge Metal Products, Coachman Realty, East Bank Center, Ridge Co., Union Tool Co., Sally Co. Lost: None. Billings breakdown: Magazines 70%, radio 15%, spot tv 10%, direct mail 5%. Employes: 23. Top execs: Richard D. Sheffer, ceo; Victor E. Peters, president.
Phone: (219) 272-5810.

**Skirboll & Garber**, Pittsburgh, reported gross income of $481,106 in 1983 on billings of $3,207,816. In 1982, it reported gross income of $248,831 on billings of $1,659,009. Volume in 1983 consisted of $1,663,958 in media, $657,115 in materials and services and $886,743 in capitalized fees. In 1982, volume consisted of $1,007,170 in media, $386,860 in materials and services and $264,979 in capitalized fees. Accounts gained: Dahlkemper's Catalog Showrooms, Buffalo Zone Oldsmobile Dealer Group, Pittsburgh Press/Post Gazette, Grant Oliver Corp., Alco Parking, William Penn Parking, Davis & Mazzotta, Russell Rea & Zappala, Warner Centre, Williams Trebilcock Whitehead, Sarasota Good Olds Guys, Jacksonville Zone Sunshine Olds Network. Lost: Gullivers Miami/Ft. Lauderdale Group. Billings breakdown: Newspapers 20%, magazines 2%, radio 20%, spot tv 50%, outdoor 2%, business papers 2%, other 4%. Employes: 14. Top execs: Stanley Skirboll, president; George Garber, exec vp.
Phone: (412) 471-1093.

**Smith, Badofsky & Raffel**, Chicago, reported gross income of $915,200 in 1983 on billings of $7,977,257. In 1982, it reported gross income of $1,365,000 on billings of $9,100,000. Volume in 1983 consisted of $3,171,920 in media, $1,044,544 in materials and services and $3,760,793 in capitalized fees. In 1982, volume consisted of $3,195,260 in media, $1,464,167 in materials and services and $4,440,573 in capitalized fees. Accounts gained: *Chicago Sun-Times* (special projects), Lettuce Entertain You Enterprises, Great Lakes Computer Peripherals, Polygram Inc., (special projects). Lost: *Chicago Tribune*. Billings breakdown: Newspapers 24%, magazines 5%, supplements 1%, radio 22%, spot tv 35%, outdoor 1%, transit 2%, business papers 5%, point of sale 1%, direct mail 4%. Employes: 17. Top execs: Robert J. Smith, president; Jack Badofsky, vp-creative director; William D. Raffel, exec vp.
Phone: (312) 661-1500.

**Smith & Yehle**, Kansas City, Mo., reported gross income of $975,125 in 1983 on billings of $6,504,083. In 1982, it reported gross income of $910,425 on billings of $6,072,535. Volume in 1983 consisted of $2,760,534 in media, $1,684,886 in materials and services and $2,058,663 in capitalized fees. In 1982, volume consisted of $2,732,641 in media, $1,518,134 in materials and services and $1,821,760 in capitalized fees. Accounts gained: Vista International Hotel, Utelcom, Kansas City Kings. Lost: Davis Paint. Billings breakdown: Newspapers 10%, magazines 10%, supplements 1%, radio 25%, spot tv 31%, outdoor 5%, point of sale 1%, direct mail 12%, other 5%. Employes: 20. Top execs: Karl J. Yehle, president; Cotton Smith, chairman; John Rylee, exec vp.
Phone: (816) 842-4900.

**Robert Snyder Advertising**, Northfield, Ill., reported gross income of $29,700 in 1983 on billings of $168,272. In 1982, it reported gross income of $26,300 on billings of $149,371. Volume in 1983 consisted of $83,500 in media, $74,100 in materials and services and $10,672 in capitalized fees. In 1982, volume consisted of $72,400 in media, $68,300 in materials and services and $8,671 in capitalized fees. Accounts gained: Flexible Steel Lacing Co., Growth Systems Inc. Billings breakdown: Newspapers 5%, magazines 20%, business papers 60%, direct mail 15%. Employes: 1. Top exec: Robert L. Snyder.
Phone: (312) 441-6230.

**Starr Advertising**, Northville, Mich., reported gross income of $953,025 in 1983 on billings of $6,399,840. In 1982, it reported gross income of $1,085,250 on billings of $7,237,550. Volume in 1983 consisted of $967,000 in media, $810,530 in materials and services and $4,622,310 in capitalized fees. In 1982, volume consisted of $1,150,000 in media, $985,000 in materials and services and $5,102,550 in capitalized fees. Accounts gained: Georgie Boy Motor Homes, Hella Inc., Farmer Peet Meat Products. Lost: Unicolor, Kysor Industrial, Indian Head. Billings breakdown: Newspapers 3%, magazines 43%, radio 5%, spot tv 3%, outdoor 1%, business papers 2%, point of sale 6%, direct mail 14%, other 23%. Employes: 15. Top execs: Henry A. Starr, president; Frank J. Lipford, exec vp, Richard A. Starr, senior vp; Garry V. Williams, vp.
Phone: (313) 348-3900.

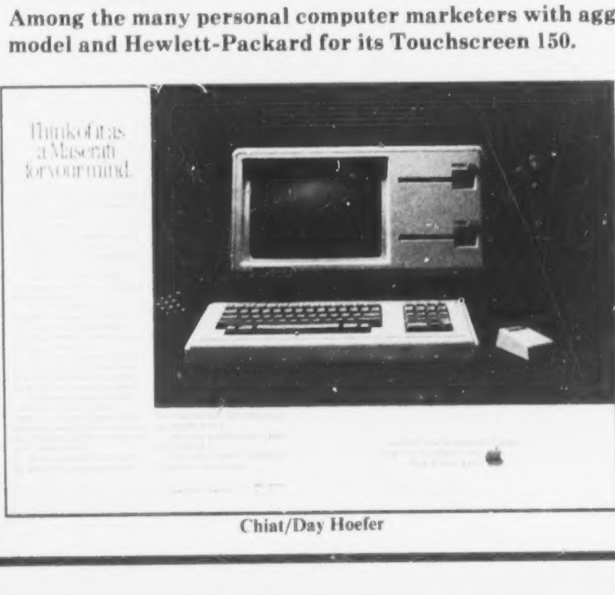
**Stockinger, Blair & Scott**, St. Cloud, Minn., reported gross income of $137,500 in 1983 on billings of $1,550,500. In 1982, it reported gross income of $122,500 on billings of $1,357,000. Volume in 1983 consisted of $450,000 in media, $100,000 in materials and services and $1,000,500 in capitalized fees. In 1982, volume consisted of $400,000 in media, $90,000 in materials and services and $867,100 in capitalized fees. Accounts gained: Zapp National Bank, First National Bank of Little Falls. Lost: Tanner Systems, DCI Inc. Billings breakdown: Newspapers 25%, magazines 50%, radio 10%, outdoor 5%, farm publications 10%. Employes: 5. Top execs: Jeffrey L. Blair, president; Steven C. Scott, vp.
Phone: (612) 251-2140.

**Storey Berman & Freer**, Chicago, reported gross income of $662,000 in 1983 on billings of $4,414,000. In 1982, it reported gross income of $601,000 on billings of $3,970,670. Volume in 1983 consisted of $2,600,000 in media, $1,080,000 in materials and services and $733,700 in capitalized fees. In 1982, volume consisted of $2,100,000 in media, $1,197,000 in materials and services and $673,670 in capitalized fees. Account gained: International Harvester, truck parts division. Lost: Citizens Bank & Trust, Park Ridge. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, spot tv 10%, business papers 20%, other 30%. Employes: 10. Top execs: Jane C. Storey, Robert A. Berman, William B. Freer, directors.
Phone: (312) 822-9715.

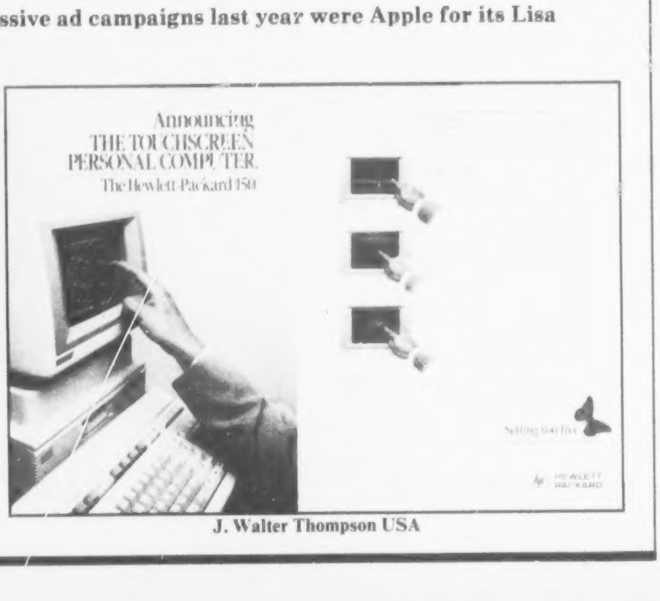
**Strother & Faltis**, Dundee, Ill., reported gross income of $705,000 in 1983 on billings of $4,030,000. In 1982, it reported gross income of $486,059 on billings of $2,997,380. Volume in 1983 consisted of $2,418,000 in media, $1,612,000 in materials and services. In 1982, volume consisted of $1,786,000 in media, $1,211,380 in materials and services. Accounts gained: Mark I Greeting Cards, Fesco Plastics Corp., Sybex Computer Books, Duraco Products Lost: None. Billings breakdown: Newspapers 5%, magazines 15%, radio 10%, business papers 60%, point of sale 5%, direct mail 5%. Employes: 20. Top execs: Dennis J. Faltis, president; Bruce A. Strother, exec vp.
Phone: (312) 428-4300.

## Category profiles: Personal computers

**Among the many personal computer marketers with aggressive ad campaigns last year were Apple for its Lisa model and Hewlett-Packard for its Touchscreen 150.**



Chiat/Day Hoefer



J. Walter Thompson USA

**G. Temple Associates,** Southfield, Mich., reported gross income of $808,000 in 1983 on billings of $5,119,000. In 1982, it reported gross income of $674,000 on billings of $4,104,500. Volume in 1983 consisted of $725,000 in media, $72,000 in materials and services and $4,322,000 in capitalized fees. In 1982, volume consisted of $355,000 in media, $61,500 in materials and services and $3,688,000 in capitalized fees. Accounts gained: Devlieg Machine Co., Mero Gamma Inc. Billings breakdown: Magazines 75%, direct mail 25%. Employes: 10. Top exec: G.L. Temple, president.
Phone: (313) 557-5044.

**Tepe, Hensler & Westerkamp**, Cincinnati, reported gross income of $540,900 and net income of $96,800 in 1983 on billings of $4,049,100. In 1982, it reported gross income of $411,900 and net income of $62,900 on billings of $2,070,000. Volume in 1983 consisted of $1,167,600 in media, $595,000 in materials and services and $2,286,500 in capitalized fees. In 1982, volume consisted of $561,400 in media, $442,100 in materials and services and $1,067,200 in capitalized fees. Accounts gained: Associated Banc Corp., Colorado Aggregate Co., Emerson A. North Hospital, Stearns & Foster Co. (special projects). Billings breakdown: Newspapers 10%, magazines 12%, radio 19%, spot tv 3%, business papers 40%, point of sale 1%, direct mail 2%, other 13%. Employes: 13. Top execs: John Tepe, president-partner; George Hensler, Tom Westerkamp, vps-partners.
Phone: (513) 241-0100.

**Ira Thomas Associates**, Youngstown, O., reported gross income of $715,033 in 1983 on billings of $5,283,563. In 1982, it reported gross income of $803,938 on billings of $6,153,198. Volume in 1983 consisted of $1,046,920 in media, $535,067 in materials and services and $3,701,576 in capitalized fees. In 1982, volume consisted of $1,836,864 in media, $660,234 in materials and services and $3,656,100 in capitalized fees. Accounts gained: Molded Fiber Glass Co., RMI Co., Chester Hoist. Lost: None. Billings breakdown: Newspapers 8%, radio 3%, business papers 82%, direct mail 5%, other 2%. Employes: 21. Top exec: Ira D. Thomas, president.
Phone: (216) 793-3000.

**Total Communications**, St. Louis, reported gross income of $256,828 in 1983 on billings of $1,437,030. The agency did not report figures for 1982. Volume in 1983 consisted of $741,651 in media, $224,939 in materials and services and $470,440 in capitalized fees. Accounts gained: Fairmount Park Racetrack. Lost: None. Billings breakdown: Newspapers 20%, magazines 1%, radio 45%, network tv 33% outdoor 1%. Employes: 8. Top exec: William B. Hyland, president-ceo.
Phone: (314) 726-0430.

**TRIAD-Terry Robie Industrial Advertising**, Toledo, O., reported gross income of $171,860 in 1983 on billings of $941,320. In 1982, it reported gross income of $125,000 on billings of $831,070. Volume in 1983 consisted of $369,900 in media, $64,500 in materials and services and $506,920 in capitalized fees. In 1982, volume consisted of $365,000 in media, $59,000 in materials and services and $406,870 in capitalized fees. Accounts gained: DacorMFG, Dunbar Mfg. Lost: Computer Age. Billings breakdown: Newspapers 5%, magazines 35%, radio 7%, spot tv 3%, outdoor 5%, business papers 35%, point of sale 5%, direct mail 5%. Employes: 5. Top execs: Bob Terry, president-chairman; Jan Robie, exec vp.
Phone: (419) 241-5110.

**Tri-State Advertising**, Warsaw, Ind., reported gross income of $528,443 in 1983 on billings of $3,671,846. In 1982, it reported gross income of $587,018 on billings of $3,912,934. Volume in 1983 consisted of $1,593,928 in media, $796,718 in materials and services and $1,281,200 in capitalized fees. In 1982, volume consisted of $1,911,719 in media, $982,294 in materials and services and $1,018,921 in capitalized fees. Accounts gained: Unverferth Mfg., LaMan Corp., Garrett Tubular Products. Lost: Parker Industries, Wilson-Fiberfill International. Billings breakdown: Newspapers 1%, magazines 5%, business papers 84%, farm publications 3%, direct mail 7%. Employes: 17. Top execs: William L. Kriecker, president; E.T. Robinson, senior vp; J.E. Betchel, vp.

Phone: (219) 267-5178.

**John Volk Co.**, Chicago, reported gross income of $661,033 in 1983 on billings of $4,408,476. In 1982, it reported gross income of $693,725 on billings of $4,627,146. Volume in 1983 consisted of $1,233,689 in media, $475,980 in materials and services and $3,174,787 in capitalized fees. In 1982, volume consisted of $971,699 in media, $508,988 in materials and services and $3,146,459 in capitalized fees. Accounts gained: Moorman Mfg. Co.; National Corn Growers Assn. (trade delegation projects); Beef Industry Council (special projects). Lost: Estech Professional Products. Billings breakdown: Newspapers 7%, radio 12%, business papers 9%, farm publications 72%. Employes: 12. Top execs: John Volk, president; Tom Wright, vp.

Phone: (312) 787-7117.

## Southern region

W. Va.
Virginia
Kentucky
N. Carolina
Tennessee
S. Carolina
Oklahoma
Arkansas
Georgia
Miss.
Alabama
Texas
Louisiana
Florida

**Adair Associates/Advertising**, Atlanta, reported gross income of $996,062 in 1983 on billings of $4,870,863. In 1982, it reported gross income of $903,513 on billings of $4,619,588. Volume in 1983 consisted of $194,696 in media, $2,314,334 in materials and services and $2,361,833 in capitalized fees. In 1982, volume consisted of $139,134 in media, $2,158,807 in materials and services and $2,321,647 in capitalized fees. U.S subsidiary: Bottlers Press. Account gained: Coggins Systems Ltd. Billings breakdown: Newspapers 8%, magazines 23%, radio 11%, spot tv 58%. Employes: 15. Top execs: William M. Adair, president.

Phone: (404) 351-8424.

**Adams & Longino Advertising**, Greenville, N.C., reported gross income of $198,842 and net income of $63,232 in 1983 on billings of $1,237,649. In 1982, it reported gross income of $107,550 and net income of $19,550 on billings of $796,617. Volume in 1983 consisted of $473,210 in media, $264,663 in materials and services and $499,776 in capitalized fees. In 1982, volume consisted of $341,953 in media, $85,488 in materials and services and $369,176 in capitalized fees. Accounts gained: Knight Energy Systems (Squire Woodstoves), Greene County Development, Cox Trailers, Pentagon Properties, Athletic Clubs Inc. Billings breakdown: Newspapers 10%, magazines 30%, radio 10%, spot tv 5%, outdoor 15%, business papers 25%, point of sale 5%. Employes: 6. Top exec: Frank H. Longino Jr., president.

Phone: (919) 752-1914.

**Ad/Image Advertising**, Tampa, Fla., reported gross income of $314,899 and net income of $267,664 in 1983 on billings of $1,266,345. No information was provided for 1982. Volume in 1983 consisted of $220,275 in media, $94,625 in materials and services and $951,445 in capitalized fees. Accounts gained: Sunmark Communities, WIQI-FM/101, Mainlands Construction Co., Rosetree Homes, Ybor City Redevelopment Agency. Lost: Fort Brooke S&L, Berkel Industries. Billings breakdown: Newspapers 40%, magazines 5%, radio 20%, spot tv 20%, outdoor 15%. Employes: 9. Top execs: John W. Stokes Jr., chairman; James H. Epstein, president; Marianne A. Moore, exec vp; Ted G. Moore, Rod Caborn, senior vps.

Phone: (813) 877-8660.

**Advertising Impact**, Memphis, reported gross income of $223,000 in 1983 on billings of $1,487,000. In 1982, it reported gross income of $194,375 on billings of $1,297,000. Volume in 1983 consisted of $784,000 in media, $583,000 in materials and services and $120,000 in capitalized fees. In 1982, volume consisted of $680,000 in media, $517,000 in materials and services and $100,000 in capitalized fees. Accounts gained: Diocese of Memphis, Faith Tank Mfg. Lost: None. Billings breakdown: Business papers 50%, farm publications 2%, other 48%. Employes: 5. Top exec: Jim Wright, president.

Phone: (901) 754-7522.

**Advertising & Art Council**, Birmingham, Ala., reported an estimated gross income of $242,000 in 1983 on billings of $1,608,790. In 1982, it reported an estimated gross income of $212,000 on billings of $1,425,700. Volume in 1983 consisted of $15,000 in media, $13,000 in materials and services and $1,580,790 in capitalized fees. In 1982, volume consisted of $13,000 in media, $12,000 in materials and services and $1,400,700 in capitalized fees. Accounts gained: Church & Stagg, Woodlawn Community, Immediate Medical Care, Medical Personnel Pool, WEBB. Billings breakdown: Newspapers 10%, magazines 30%, radio 10%, spot tv 10%, direct mail 40%. Employes: 7. Top exec: Ron Council, president.

Phone: (205) 591-5500.

**Allen & Mattingly**, Atlanta, reported gross income of $845,897 in 1983 on billings of $5,444,958. In 1982, it reported gross income of $552,150 on billings of $3,681,823. Volume in 1983 consisted of $2,340,000 in media, $655,618 in materials and services and $2,449,340 in capitalized fees. In 1982, volume consisted of $1,693,158 in media, $340,504 in materials and services and $1,648,161 in capitalized fees. Accounts gained: Management USA, Financial Services Corp., ReMax Realty, Chattahoochee Bank, John McDonald Pontiac. Lost: Knoxville Hilton Hotel. Billings breakdown: Newspapers 15%, magazines 17%, radio 25%, spot tv 33%, outdoor 7%, direct mail 3%. Employes: 9. Top execs: William B. Allen, president; Marshall Mattingly, exec vp.

Phone: (404) 952-2393.

**Norman R. Anderson & Associates**, San Antonio, reported gross income of $98,760 in 1983 on estimated capitalized billings of $658,729. The agency works on a fee basis. No figures were reported for 1982. Accounts gained: Video Master Inc., Sand Dollar Pools, Rohde/Weissgarber, Service Title Co. Lost: None. Top execs: Norman Anderson, president; Irene Anderson, vp.

Phone: (512) 822-7536.

**Assistance in Marketing**, Charleston, W.Va., reported gross income of $12,000 in 1983 on billings of $132,000. The agency did not report figures for 1982. Volume in 1983 consisted of $80,000 in media and $52,000 in materials and services. Accounts gained: None. Lost: None. Billings breakdown: Radio 2%, spot tv 1%, farm publications 97%. Employes: 2. Top exec: D. Ray Hall, president.

Phone: (304) 768-8221.

**Barney & Patrick Advertising**, Mobile, Ala., reported gross income of $771,169 in 1983 on billings of $5,049,974. The agency did not report figures for 1982. Volume in 1983 consisted of $2,405,192 in media, $198,700 in materials and services and $2,446,082 in capitalized fees. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 18%, magazines 15%, radio 20%, spot tv 30%, outdoor 11%, business papers 6%. Employes: 16. Top execs: McGowin I. Patrick, president; J. Tyler Turner Jr., exec vp.

Phone: (205) 433-0401.

**Bedell Inc.**, Fort Smith, Ark., reported gross income of $700,000 in 1983 on billings of $4,667,000. In 1982, it reported estimated gross income of $636,000 on billings of $4,243,000. Volume was not reported for either year. Accounts gained: 9. Lost: 2. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, network tv 60%. Employes: 32 in three offices. Top exec: Conaly Bedell, owner.

Phone: (501) 782-8261.

**Behrends & Co.**, High Point, N.C., reported gross income of $906,735 in 1983 on billings of $6,219,288. In 1982, it reported gross income of $952,001 on billings of $6,071,791. Volume in 1983 consisted of $1,008,691 in media, $1,079,219 in materials and services and $4,131,378 in capitalized fees. In 1982, volume consisted of $1,036,888 in media, $817,769 in materials and services and $4,217,134 in capitalized fees. Accounts gained: Singer furniture division, High Point Memorial Hospital, Stedman, D & G Enterprises, Elk River Development Corp., Jamestown Sterling, Radisson Hotel of High Point, Sarreid. Lost: CB&F. Billings breakdown: Newspapers 15%, magazines 10%, supplements 10%, radio 17%, spot tv 15%, outdoor 5%, business papers 22%, direct mail 6%. Employes: 32. Top execs: Richard D. Behrends, president-chairman; Lawrence K. Lathrop, exec vp.

Phone: (919) 882-4151.

**Burdette Advertising**, Fort Myers, Fla., reported gross income of $244,490 in 1983 on billings of $1,665,867. In 1982, it reported gross income of $300,224 on billings of $2,256,630. Volume in 1983 consisted of $743,647 in media, $157,184 in materials and services and $765,036 in capitalized fees. In 1982, volume consisted of $946,385 in media, $153,020 in materials and services and $1,157,225 in capitalized fees. Accounts gained: MedCenter, G.D. Ritzy's, Meadowbrook Park Retirement Centers, Lite-R-Line. Lost: Royal Palm Square, The Malt Bros. (construction & development), Lee County Bank, Trans Gulf Properties. Billings breakdown: Newspapers 26%, magazines 14%, radio 16%, spot tv 22%, cable tv 3%, outdoor 5%, business papers 8%, other 6%. Employes: 10 in two offices. Top exec: Robert C. Pace II, president.

Phone: (813) 482-2200.

**Robert K. Butcher & Associates**, Shreveport, La., reported gross income of $436,400 in 1983 on billings of $2,162,200. In 1982, it reported gross income of $437,000 on billings of $2,158,500. Volume in 1983 consisted of $797,900 in media, $531,900 in materials and services and $832,400 in capitalized fees. In 1982, volume consisted of $870,900 in media, $580,600 in materials and services and $707,000 in capitalized fees. Billings breakdown: Newspapers 35%, magazines 9%, radio 7%, spot tv 30%, other 19%. Employes: 15 in two offices. Top exec: Robert K. Butcher, president.

Phone: (318) 221-4113.

**The Com/Tech Group**, St. Petersburg, Fla., reported gross income of $270,963 in 1983 on billings of $1,630,494. In 1982, it reported gross income of $282,624 on billings of $1,747,911. Volume in 1983 consisted of $228,213 in media, $156,546 in materials and services and $1,245,735 in capitalized fees. In 1982, volume consisted of $217,450 in media, $136,952 in materials and services and $1,393,509 in capitalized fees. Billings breakdown: Business papers 42%, farm publications 1%, other 57%. Employes: 6. Top execs: Robert C. Pierson, president; Robert G. Koehler, vp.

Phone: (813) 321-6500.

**Crawford & Associates**, Atlanta, had estimated gross income of $180,000 and net income of $38,000 in 1983 on billings of $1,200,000. In 1982, it had estimated gross income of $119,250 and net income of $30,000 on billings of $795,000. Volume in 1983 consisted of $514,000 in media, $327,954 in materials and services and $358,046 in capitalized fees. No volume breakout was provided for 1982. Accounts gained: Abrams Fixture Corp. Billings breakdown: Newspapers 10%, magazines 15%, supplements 10%, radio 5%, spot tv 18%, cable tv 2%, business papers 30%, farm publications 2%, point of sale 5%, direct mail 3%. Employes: 6. Top exec: Harry N. Crawford, president.

Phone: (404) 355-9311.

**Crumbley & Associates**, Atlanta, had estimated gross income of $735,000 in 1983 on billings of $4,900,000. In 1982, it had estimated gross income of $615,000 on billings of $4,100,000. Volume in 1983 consisted of $3,993,370 in media, $313,000 in materials and services and $593,630 in capitalized fees. In 1982, volume consisted of $3,360,760 in media, $259,000 in materials and services and $480,240 in capitalized fees. Accounts gained: The Banker's Note, Southeastern Federal Savings Bank. Lost: None. Billings breakdown: Newspapers 33%, magazines 2%, radio 31%, spot tv 32%, outdoor 2%. Employes: 14. Top execs: George P. Crumbley Jr., president; Cheryl C. Miles, exec vp; Thomas M. Crumbley, vp.

Phone: (404) 577-7150.

**Ross Cummings & Co.**, Oklahoma City, reported gross income of $115,000 in 1983 on billings of $765,000. In 1982, it reported gross income of $308,000 on billings of $2,056,000. Volume in 1983 consisted of $5,000 in media, $60,000 in materials and services and $700,000 in capitalized fees. In 1982, volume consisted of $461,000 in media, $227,000 in materials and services and $1,368,000 in capitalized fees. Accounts gained: Stonebridge Development Co., Fluid Data Inc., Heritage National Bank. Billings breakdown: Newspapers 5%, other 95%. Employes: 4. Top exec: Ross W. Cummings, president.

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# Gross income under $1,000,000

**Dally Advertising**, Fort Worth, had estimated gross income of $900,000 in 1983 on billings of $6,000,000. In 1982, it had an estimated gross income of $675,000 on billings of $4,500,000. No volume breakout or billings breakdown was provided.

Phone: (817) 332-5299.

**Dodson, Craddock & Born**, Pensacola, Fla., had estimated gross income of $111,082 in 1983 on billings of $740,550. In 1982, it had estimated gross income of $117,285 on billings of $781,900. Volume in 1983 consisted of $228,000 in media, $79,000 in materials and services and $433,550 in capitalized fees. In 1982, volume consisted of $206,000 in media, $109,000 in materials and services and $466,900 in capitalized fees. The agency did not break down its billings. Employes: 15. Top exec: Frank W. Craddock, president.

Phone: (904) 433-8314.

**Dulaney Advertising**, Louisville, Ky., reported gross income of $781,000 in 1983 on billings of $5,371,340 with net income of $122,000. In 1982, it reported gross income of $554,000 on billings of $4,099,950 with net income of $76,000. Volume in 1983 consisted of $1,265,000 in media, $91,000 in materials and services and $4,015,340 in capitalized fees. In 1982, volume consisted of $812,000 in media, $53,000 in materials and services and $3,234,950 in capitalized fees. Accounts gained: California Waterbeds, Porter Paint, Claiborne Farm, Godfather's Pizza, Kinnear Mfg., Southern Strip Steel. Lost: Brinly Hardy Co., Wakefield Scearce Galleries, Ebonite International. Billings breakdown: Newspapers 35%, magazines 5%, supplements 10%, radio 15%, spot tv 20%, business papers 5%, outdoor 5%, direct mail 5%. Employes: 20. Top exec: W. Dulaney, president.

Phone: (502) 587-1711.

**Fraser Advertising**, Atlanta, reported gross income of $103,800 in 1983 on billings of $726,000. In 1982, it reported gross income of $77,000 on billings of $512,050. Volume in 1983 consisted of $329,000 in media, $160,000 in materials and services and $237,000 in capitalized fees. In 1982, volume consisted of $320,000 in media, $92,000 in materials and services and $100,050 in capitalized fees. Accounts gained: Grocery Products Distribution Services, Bay City Securities. Billings breakdown: Newspapers 15%, radio 2%, spot tv 40%, business papers 20%, direct mail 6%, other 17%. Employes: 2. Top exec: Neil L. Fraser, president.

Phone: (404) 892-7060.

**Fricke 3 Inc.**, Raleigh, N.C., reported gross income of $307,005 in 1983 on billings of $1,682,648. In 1982, it reported gross income of $346,205 on billings of $1,935,454. Volume in 1983 consisted of $926,325 in media, $503,330 in materials and services and $252,993 in capitalized fees. In 1982, volume consisted of $1,083,285 in media, $645,532 in materials and services and $206,637 in capitalized fees. Accounts gained: General Electric Mortgage Insurance; MacGregor Development. Lost: None. Billings breakdown: Newspapers 15%, magazines 30%, radio 5%, outdoor 20%, business papers 20%, other 10%. Employes: 8. Top exec: Charles H. Fricke III, president.

Phone: (919) 872-0900.

**GKD Advertising**, Oklahoma City, had estimated gross income of $646,791 in 1983 on billings of $4,311,945. In 1982, it had estimated gross income of $795,161 on billings of $5,201,074. Volume in 1983 consisted of $1,259,110 in media, $921,296 in materials and services and $2,131,539 in capitalized fees. In 1982, volume consisted of $1,510,004 in media, $1,157,804 in materials and services and $2,533,266 in capitalized fees. Accounts gained: AAR Western Skyways, Baer Homes, Command Performance, Southwest Fan, Crosswinds Inns, Crow Development, Gann's Stores, Phoenix Management, Schlotzkys, Memorial Bank, Hill Aero, Leadership Property, Lincoln Property, Bryant Air Conditioning. Lost: Re-Flico, IPEC, Hoskins Aviation. Billings breakdown: Newspapers 19%, magazines 36%, radio 35%, outdoor 5%, farm publications 5%. Employes: 24. Top exec: Donald B. Dennis, president.

Phone: (405) 943-2333.

**Groseclose & Poindexter**, Roanoke, Va., had gross income of $338,774 in 1983 on billings of $2,152,709. In 1982, it reported gross income of $219,716 on billings of $1,573,156. Volume in 1983 consisted of $1,138,647 in media, $276,087 in materials and services and $737,975 in capitalized fees. In 1982, volume consisted of $761,054 in media, $200,390 in materials and services and $611,712 in capitalized fees. Accounts gained: Dominion Bankshares Corp. Lost: Davidson's, Mr. Formal Wear, Carter & Jones. Billings breakdown: Newspapers 30%, magazines 5%, radio 13%, spot tv 35%, outdoor 15%, direct mail 2%. Employes: 8. Top execs: Dale S. Poindexter, president.

Phone: (703) 989-3318.

**Harris, Drury & Associates**, Fort Lauderdale, Fla., reported gross income of $354,000 in 1983 on billings of $1,531,015. In 1982, it reported gross income of $154,500 on billings of $688,135. Volume in 1983 consisted of $848,355 in media, $395,850 in materials and services and $286,810 in capitalized fees. In 1982, volume consisted of $248,380 in media, $263,000 in materials and services and $176,755 in capitalized fees. Accounts gained: Adult Communities Total Services, Microtel, Peninsula Federal S&L, Sun-Dan, CIGNA Healthplan of South Florida, Chaparral Boats, Hilton Inn at Inverrary, Two Financial Plaza. Lost: Ocean Club, City National Bank, Traders International, Hollywood Bread. Billings breakdown: Newspapers 26%, magazines 11%, radio 31%, spot tv 21%, outdoor 5%, direct mail 6%. Employes: 14. Top execs: Jack Drury, Stan Harris, John Drury, owners.

Phone: (305) 776-0800.

**Hawaiian Tropic Advertising**, Ormond Beach, Fla., had estimated gross income of $270,000 in 1983 on billings of $1,800,000. In 1982, it had estimated gross income of $195,000 on billings of $1,300,000. No volume breakout was provided. Billings breakdown: Magazines 60%, radio 15%, spot tv 15%, outdoor 10%. Employes: 5. Top exec: Ron Rice, owner.

Phone: (904) 677-9559.

**Hicks & Grayson**, Coral Gables, Fla., reported gross income of $418,351 in 1983 on billings of $2,522,000. In 1982, it reported gross income of $378,842 on billings of $2,367,000. No volume breakout was provided. Accounts gained: Sausman Hotel Group, American Diversfied, Security Plastics, Doctors' Hospital, Lyford Cay Club. Lost: Key Biscayne Hotel & Villas, Horizons 2000, Coral Gables Lincoln Mercury. Billings breakdown: Newspapers 20%, magazines 8%, radio 18%, spot tv 35%, cable tv 1%, outdoor 1%, direct mail 2%, other 15%. Employes: 4. Top execs: Donald J. Hicks, president and chairman; Stephen A. Grayson, senior vp.

Phone: (305) 444-7463.

**Image Advertising**, Roanoke, Va., reported gross income of $258,000 in 1983 on billings of $2,633,980. In 1982, it reported gross income of $215,000 on billings of $2,267,500. Volume in 1983 consisted of $673,000 in media and $1,960,980 in capitalized fees. In 1982, volume consisted of $600,000 in media and $1,667,500 in capitalized fees. Accounts gained: The Bank of Christiansburg. Lost: None. Billings breakdown: Newspapers 28%, magazines 2%, radio 18%, spot tv 22%, cable tv 1%, outdoor 1%, business papers 2%, point of sale 17%, direct mail 5%, other 4%. Employes: 7. Top exec: William H. Tanger III, president.

Phone: (703) 343-3693.

**Impressive Advertising**, Waynesboro, Va., reported gross income of $54,797 and net income of $14,795 in 1983 on billings of $458,236. In 1982, it reported gross income of $54,586 and net income of $15,339 on billings of $400,439. Volume in 1983 consisted of $260,936 in media, $16,950 in materials and services and $180,350 in capitalized fees. In 1982, volume consisted of $222,861 in media, $15,551 in materials and services and $162,027 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 5%, business papers 15%, farm publications 15%. Employes: 6. Top exec: T.W. Reynolds, president.

Phone: (703) 949-8964.

**Jiloty, Shipley & Associates**, Holly Hill, Fla., reported gross income of $351,010 in 1983 on billings of $2,363,027. In 1982, it reported gross income of $265,712 on billings of $1,794,598. Volume in 1983 consisted of $807,341 in media, $279,228 in materials and services and $1,276,458 in capitalized fees. In 1982, volume consisted of $544,443 in media, $254,544 in materials and services and $995,611 in capitalized fees. Accounts gained: Kraft Construction, Harbor Breeze condominium, SS&P Associates. Lost: Pelican Bay, Reef at Marathon. Billings breakdown: Newspapers 21%, magazines 25%, radio 10%, spot tv 2%, cable tv 2%, outdoor 10%, business papers 5%, point of sale 5%, direct mail 20%. Employes: 9. Top execs: Michael J. Jiloty, president; G. James Shipley, exec vp; Rick Bosang, vp.

Phone: (904) 677-0673.

**Johnston Advertising & Public Relations**, Dallas, reported gross income of $152,000 in 1983 on billings of $1,082,000. In 1982, it reported gross income of $163,000 on billings of $1,113,180. Volume in 1983 consisted of $478,000 in media, $157,000 in materials and services and $447,000 in capitalized fees. In 1982, volume consisted of $590,000 in media, $163,000 in materials and services and $360,180 in capitalized fees. Accounts gained: Thermwood Corp., Taco Plaza, Accumation Inc. Lost: None. Billings breakdown: Newspapers 8%, magazines 6%, radio 12%, spot tv 7%, business papers 11%, point of sale 22%, direct mail 34%. Employes: 3. Top execs. Joe Johnston, owner.

Phone: (214) 522-6536.

**Mabyn Kean Agency**, Baton Rouge, La., reported gross income of $805,197 in 1983 on billings of $1,961,546. In 1982, it reported gross income of $936,433 on billings of $2,267,021. Volume in 1983 consisted of $404,463 in media, $196,793 in materials and services and $1,360,290 in capitalized fees. In 1982, volume consisted of $586,192 in media, $115,569 in materials and services and $1,565,260 in capitalized fees. Accounts gained: Brown-Eagle Corp., Alexander's Sporting Goods, Exxon Refinery, Dental Hygiene Group, Causeway Motors, Lousteau Ford & RV, Capitol Nursing Service, Strokee Enterprises. Lost: The Greater Baton Rouge State Fair. Billings breakdown: Newspapers 10%, magazines 1%, radio 33%, spot tv 42%, cable tv 4%, outdoor 4%, business papers 3%, point of sale 1%, direct mail 2%. Employes: 9. Top exec: Mabyn Kean Shingleton, president.

Phone: (504) 925-8278.

**Kelso Associates**, Asheville, N.C., reported gross income of $148,000 in 1983 on billings of $800,000. In 1982, it reported gross income of $120,000 on billings of $650,000. Net income was $58,000 in 1983 and $22,000 in 1982. The agency did not break down its volume for either year. Accounts gained: Andersen Chevrolet Olds, WNC Golf Assn., Haywood Co. Chamber of Commerce, Waggie Valley Chamber of Commerce. Lost: Ashville Area Kentucky Fried Chicken, Waltech. Billings breakdown: Newspapers 10%, magazines 30%, radio 25%, spot tv 30%, direct mail 5%. Employes: 5. Top execs: Robert M. Kelso, partner-president; Robert Boeberitz, partner-vp.

Phone: (704) 258-0123.

**J.H. Lewis Advertising**, Mobile, Ala., reported gross income of $880,918 in 1983 on billings of $6,045,891. In 1982, it reported gross income of $949,440 on billings of $6,469,535. Volume in 1983 consisted of $2,459,722 in media, $365,574 in materials and services and $3,220,595 in capitalized fees. In 1982, volume consisted of $3,113,984 in media, $521,473 in materials and services and $2,834,078 in capitalized fees. Billings breakdown: Newspapers 21%, magazines 29%, radio 6%, spot tv 13%, outdoor 6%, other 25%. Employes: 25. Top exec: John H. Lewis Jr., president.

Phone: (205) 438-2507.

**Loeffler Marley Mountjoy**, Charlotte, N.C., reported gross income of $928,944 in 1983 on billings of $6,196,056. In 1982, it reported gross income of $846,000 on billings of $5,642,820. No volume breakout was provided. Accounts gained: Branch Banking & Trust, WRAL-TV, Piggly Wiggly Carolina Corp., Greenbax Stamps, Cameron-Brown Co., Winter Place, Southern Coatings, Pee Dee Ceramics, Central Carolina Surgical Eye Associates. Lost: Raintree Corp., Sonoco Products Co. Billings breakdown: Newspapers 17%, magazines 2%, radio 10%, spot tv 50%, outdoor 5%, business papers 10%, point of sale 2%, direct mail 2%, other 2%. Employes: 24. Top execs: William G. Loeffler, president; David E. Marley, James W. Mountjoy, vps.

Phone: (704) 554-7141.

**The Marcus Group**, Atlanta, reported gross income of $870,500 in 1983 on billings of $5,779,750. In 1982, it reported gross income of $520,600 on billings of $3,472,800. Its net income in 1983 was $52,230 and $32,700 in 1982. In 1983, volume consisted of $4,125,325 in media, $1,014,105 in materials and services and $640,320 in capitalized fees. In 1982, volume consisted of $1,957,870 in media, $988,000 in materials and services and $526,930 in capitalized fees. Accounts gained: Dexter Lock, American Tara Corp., Flexible Package Group. Lost: Micromeritics, Intelligent Systems Corp. Billings breakdown: Newspapers 6%, magazines 66%, business papers 20%, point of sale 4%, other 4%. Employes: 21. Top execs: Charlenne Carl, president; Susan Frazier, exec vp; Roger Vershen, chairman.

Phone: (404) 261-3003.

**Harold Miller Marketeer**, Miami, had estimated gross income of $471,610 in 1983 on billings of $3,144,070. In 1982, it had estimated gross income of $449,877 on billings of $2,999,180. Volume in 1983 consisted of $406,500 in media, $930,000 in materials and services and $1,807,570 in capitalized fees. In 1982, volume consisted of $399,500 in media, $905,500 in materials and services and $1,694,180 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 5%, supplements 10%, radio 2%, spot tv 5%, outdoor 3%, direct mail 5%, other 60%. Employes: 1. Top exec: Harold Miller, president.

Phone: (305) 944-8442.

**John L. Moorehead Advertising**, Durham, N.C., had estimated gross income of $80,960 in 1983 on billings of $539,735. In 1982, the agency had estimated gross income of $44,809 on billings of $298,732. Volume in 1983 consisted of $192,873 in media, $65,015 in materials and services and $281,847 in capitalized fees. In 1982, the agency's volume consisted of $40,943 in media, $20,471 in materials and services and $237,318 in capitalized fees. Accounts lost: Home S&L Assn. Billings breakdown: Newspapers 30%, business papers 55%, direct mail 15%. Employes: 3. Top exec: John L. Moorhead, president.

Phone: (919) 688-6137.

**Moske & Associates**, Falls Church, Va., reported gross income of $131,902 in 1983 on billings of $841,796. In 1982, it reported gross income of $88,172 on billings of $574,360. Volume in 1983 consisted of $213,663 in media, $128,894 in materials and services and $499,239 in capitalized fees. In 1982, volume consisted of $171,776 in media, $66,710 in materials and services and $335,874 in capitalized fees. Accounts gained: Graphnet Inc., Young House, Ian Michaels Inc., Arnold Computer Consulting, The Clubhouse. Lost: KDK Enterprises, Ameri-Print. Billings breakdown: Newspapers 22%, magazines 60%, direct mail 18%. Employes: 5. Top exec: Marilyn Tipton Moske, owner.

Phone: (703) 237-0300.

**Multiservice Corp.**, Hartselle, Ala., reported estimated gross income of $25,000 in 1983 on billings of $164,145. The agency did not report for 1982. Volume in 1983 consisted of $124,000 in media, $16,800 in materials and services and $23,345 in capitalized fees. Accounts gained: Ray Campbell (political campaign), Dream Angel Beauty Pageants, ABC Day Care Nursery. Billings breakdown: Newspapers 75%, magazines 15%, radio 10%. Employes: 4. Top exec: Robert E. Johnston Jr., president.

Phone: (205) 773-2082.

**Nucifora & Associates**, Atlanta, reported an estimated gross income of $203,000 in 1983 on billings of $1,813,120. In 1982, it reported gross income of $124,027 on billings of $1,105,138. Volume in 1983 consisted of $723,243 in media, $271,968 in materials and services and $817,909 in capitalized fees. In 1982, volume consisted of $402,006 in media, $124,843 in materials and services and $576,289 in capitalized fees. Accounts gained: Micromeritics Instrument Corp., Park Place, Strategic Technologies, CW Petroleum & Chemical, GA Medical Plan, Health Dent. Lost: Klopp Enterprises, Beverly Bremer Silver Shop, Catronix Corp. Billings breakdown: Newspapers 30%, magazines 10%, radio 10%, spot tv 5%, business papers 20%, direct mail 5%, other 20%. Employes: 9. Top exec: Alf Nucifora, president.

Phone: (404) 892-9555.

**Carolin Paxson Advertising**, El Paso, Tex., reported gross income of $531,608 in 1983 on billings of $5,211,059. No information was provided for 1982. Volume in 1983 consisted of $3,333,050 in media, $916,528 in materials and services and $961,481 in capitalized fees. Accounts gained: Re/Max Realtors, Angel's Home Improvement Stores, Handy Dan Home Improvement Centers, Texas National Bank, El Texano Lake Country Club, Sonic Drive-Ins, Mesilla Valley Mall. Lost: Iron Tender Restaurants, Continental National Bank. Billings breakdown: Newspapers 25%, magazines 8%, radio 12%, spot tv 42%, outdoor 3%, business papers 2%, point of sale 2%, direct mail 6%. Employes: 15 in two offices. Top exec: Carolin Paxson, president.

Phone: (915) 778-9351.

**Powell & Jones**, Charlotte, N.C., had estimated gross income of $285,000 in 1983 on billings of $1,900,000. In 1982, it had estimated gross income of $195,000 on billings of $1,300,000. The agency did not break out volume for either year. Accounts gained: The Future Group, Lakewood Commons, Riverbank Commons, Rex Plastics. Lost: WBT, WBCY. Billings breakdown: Newspapers 15%, magazines 25%, radio 15%, spot tv 10%, outdoor 10%, farm publications 15%, point of sale 5%, direct mail 5%. Employes: 6. Top exec: John A. Powell III, president.

Phone: (704) 376-0933.

**Redmond, Amundson & Rice**, Virginia Beach, Va., had an estimated gross income of $694,518 in 1983 on billings of $4,630,121. In 1982, it had an estimated gross income of $687,450 on reported billings of $4,583,000. No volume breakout was provided. Billings breakdown: Newspapers 3%, magazines 2%, radio 22%, spot tv 69%, cable tv 1%, outdoor 1%, transit 1%, direct mail 1%. Employes: 17. Top exec: Russell J. Redmond, president.

Phone: (804) 499-1203.

**Shable, Sawyer & Pitluk**, Houston, reported gross income of $506,807 in 1983 on billings of $3,379,506. In 1982, it reported gross income of $403,697 on billings of $2,691,984. Volume in 1983 consisted of $1,459,093 in media, $333,633 in materials and services and $1,586,780 in capitalized fees. In 1982, volume consisted of $942,067 in media, $407,453 in materials and services and $1,342,464 in capitalized fees. Billings breakdown: Newspapers 9%, magazines 33%, radio 28%, spot tv 29%, outdoor 1%. Employes: 10. Top exec: James R. Shable, president.

Phone: (713) 869-9200.

**Sheehy & Knopf**, Louisville, Ky., reported gross income of $560,596 in 1983 on billings of $5,512,172. In 1982, it reported gross income of $328,601 on billings of $3,603,995. Volume in 1983 consisted of $3,162,160 in media, $629,757 in materials and services and $1,159,659 in capitalized fees. In 1982, volume consisted of $1,714,259 in media, $349,303 in materials and services and $1,211,832 in capitalized fees. Accounts gained: Exhibit Management, Morgan Packing Co., NKC Inc., S.R. Wood Inc. Lost: None. Billings breakdown: Newspapers 17%, magazines 14%, supplements 2%, radio 22%, spot tv 34%, cable tv 1%, outdoor 5%, point of sale 2%, other 3%. Employes: 19. Top execs: William B. Sheehy, chairman; Paul R. Knopf, president.

Phone: (502) 897-6411.

**Smelkinson, Cerrati & Co.**, Hilton Head Island, S.C., reported gross income of $631,736 and net income of $207,209 in 1983 on billings of $4,212,796. In 1982, it reported gross income of $491,668 and net income of $106,367 on billings of $3,256,717. Volume in 1983 consisted of $1,118,657 in media, $648,437 in materials and services and $2,445,702 in capitalized fees. In 1982, volume consisted of $561,631 in media, $446,329 in materials and services and $2,248,757 in capitalized fees. Accounts gained: Southern Bank, Lighthouse Software Corp., Colony Reef Club, Marsh Walk Villa, Island Creek Condos. Billings breakdown: Newspapers 30%, magazines 30%, radio 10%, spot tv 5%, outdoor 5%, point of sale 10%, direct mail 10%. Employes: 18. Top exec: Marsha I. Smelkinson, president.

Phone: (803) 785-5038.

**Smith & Associates**, Charlotte, N.C., had estimated gross income of $450,000 in 1983 on billings of $3,000,000. The agency did not report figures for 1982. No volume breakout was provided. Billings breakdown: Newspapers 20%, magazines 20%, radio 15%, spot tv 20%, outdoor 15%, business papers 5%, direct mail 5%. Employes: 10. Top execs: Oscar Smith, president; Lanny Smith, exec vp.

Phone: (704) 536-1275.

**Sorenson/Evans**, Dallas, had estimated gross income of $130,350 in 1983 on billings of $869,000. In 1982, it had estimated gross income of $117,060 on billings of $780,400. Volume in 1983 consisted of $388,000 in media, $281,000 in materials and services and $200,000 in capitalized fees. In 1982, volume consisted of $287,000 in media, $360,000 in materials and services and $133,400 in capitalized fees. Accounts gained: Builders Sportswear, Interphase Corp., Fiduciary Trust Co. of the Southwest. Lost: Telpar, Inc. Billings breakdown: Newspapers 8%, magazines 67%, business papers 10%, direct mail 10%, other 5%. Employes: 4. Top exec: Robert N. Sorensen, president.

Phone: (214) 661-8046.

**Jerre R. Todd & Associates**, Fort Worth, Tex., reported gross income of $622,799 in 1983 on billings of $4,153,511. In 1982, it reported gross income of $796,088 on billings of $5,309,101. Net income was $8,277 in 1983 and $33,811 in 1982. Volume in 1983 consisted of $609,397 in media, $494,130 in materials and services and $3,049,984 in capitalized fees. In 1982, volume consisted of $767,313 in media, $843,713 in materials and services and $3,698,075 in capitalized fees. Accounts gained: Landmark Bank, On-The-Border Restaurants, Leaspak International. Lost: Tronics Marketing Co. Billings breakdown: Newspapers 12%, magazines 37%, radio 20%, outdoor 30% other 1%. Employes: 16. Top execs: Jerre R. Todd, president; Bill Benge, exec vp; Sue Countryman, senior vp.

Phone: (817) 335-2107.

**Umphenour & Martin**, Tucker, Ga., and Los Angeles, reported gross income of $905,829 in 1983 on billings of $5,928,708. In 1982, it reported gross income of $833,505 on billings of $5,602,376. Volume in 1983 consisted of $2,032,999 in media, $1,500,305 in materials and services and $2,395,404 in capitalized fees. In 1982, volume consisted of $2,088,476 in media, $1,310,892 in materials and services and $2,203,008 in capitalized fees. Figures include those of subsidiary, Umphenour & Martin, Los Angeles. Accounts gained: Mitchell's Management Corp., Coca-Cola USA (special projects). Lost: None. The agency did not break down its billings. Employes: 15 in two offices. Top execs: Margaret Ann Martin, president; Russell V. Umphenour Jr., chairman.

Phone: (404) 939-6820.

**Waddington Advertising**, Lubbock, Tex., reported gross income of $675,479 in 1983 on billings of $4,507,327. In 1982, the agency reported gross income of $556,735 on billings of $4,412,720. The agency's volume in 1983 consisted of $2,773,312 in media and $1,734,015 in capitalized fees. In 1982, the agency's volume consisted of $2,614,120 in media and $1,798,600 in capitalized fees. Billings breakdown: Newspapers 48%, radio 8%, spot tv 21%, outdoor 1%, other 22%. Employes: 17. Top execs: John Waddington, president; Carol Williams, exec vp.

Phone: (806) 792-3881.

# Western region

**Admix Advertising**, Salt Lake City, reported gross income of $940,000 in 1983 on estimated billings of $6,269,800. In 1982, it reported gross income of $876,000 on estimated billings of $5,842,920. No volume breakout was provided. Billings breakdown: Newspapers 21%, magazines 12%, radio 20%, spot tv 35%, outdoor 8%, transit 1%, point of sale 2%, direct mail 1%. Employes: 4. Top execs: Gene Yates, president; Jack Stevens, vp.

Phone: (801) 486-1053.

**Albright & Price**, Lafayette, Cal., reported gross income of $199,120 and net loss of $13,001 in 1983 on billings of $1,246,145. In 1982, it reported gross income of $183,853 and net income of $6,717 on billings of $1,186,362. Volume in 1983 consisted of $51,076 in media, $438,474 in materials and services and $756,595 in capitalized fees. In 1982, volume consisted of $56,982 in media, $410,178 in materials and services and $719,202 in capitalized fees. Accounts gained: Country Inn Tours, North Sail San Francisco. Lost: DeWitt Sails. Billings breakdown: Newspapers 41%, magazines 59%. Employes: 5. Top exec: J. Grant Price, president.

Phone: (415) 284-1694.

**Alpine Advertising**, Billings, Mont., reported gross income of $798,475 in 1983 on billings of $5,250,000. The agency did not provide figures for 1982. Volume in 1983 consisted of $1,506,500 in media, $75,000 in materials and services and $3,668,500 in capitalized fees. Accounts gained: Ryan's IGA, Barber Transportation, Valley Garden Golf Village, JN Oil, Pickeral Bay. Lost: None. Billings breakdown: Newspapers 12%, magazines 15%, radio 28%, spot tv 30%, outdoor 7%, direct mail 8%. Employes: 18. Top exec: James F. Preste, president.

Phone: (406) 652-1630.

**William F. Arens & Associates**, La Jolla, Cal., had estimated gross income of $300,000 in 1983 on billings of $2,000,000. The agency reported the same in 1982. No volume breakout was provided. Accounts gained: Frozfruit, MediChek, C.D.I. Lost: Vertaline Mfg., Scripps Clinic & Research Foundation, Mediscan. Billings breakdown: Newspapers 18%, magazines 20%, radio 7%, spot tv 15%, business papers 5%, point of sale 5%, direct mail 10%, other 20%. Employes: 10 in two offices. Top execs: William F. Arens, president; Mel Buxbaum, exec vp.

Phone: (714) 454-0724.

**Benefield, Levinger & Associates**, Santa Rosa, Cal., reported gross income of $193,579 in 1983 on billings of $1,313,574. In 1982, it reported gross income of $192,578 on billings of $1,314,104. Volume in 1983 consisted of $574,667 in media, $143,569 in materials and services and $595,338 in capitalized fees. In 1982, volume consisted of $584,979 in media, $159,360 in materials and services and $569,765 in capitalized fees. Accounts gained: Sonoma County Convention & Visitors Bureau, Santa Rosa Memorial Hospital. Lost: American City Bank, Fabtek Inc. Billings breakdown: Newspapers 33%, magazines 11%, radio 4%, spot tv 5%, outdoor 4%, business papers 38%, direct mail 5%. Employes: 4. Top exec: James R. Benefield, president.

Phone: (707) 542-6572.

**Bulloch & Haggart**, Colorado Springs, reported gross income of $816,867 in 1983 on billings of $1,886,009. In 1982, it reported gross income of $713,155 on billings of $1,524,856. Volume in 1983 consisted of $427,702 in media, $200,603 in materials and services and $1,257,704 in capitalized fees. In 1982, volume consisted of $296,602 in media, $273,396 in materials and services and $954,858 in capitalized fees. Accounts gained: Van Schaak & Co., North American Homes, Colorado Springs Home Builders Assn., Teller County Home Builders Assn., Consolidated Growers, Penrose Hospitals, Transwestern Properties, Ray Allen Associates, Colorado Springs Surgical Associates. Lost: David R. Sellon Co., Wignad Corp. Billings breakdown: Newspapers 55%, magazines 21%, radio 6%, spot tv 14%, outdoor 3%, direct mail 1%. Employes: 8. Top execs: Stephen R. Haggart, president; Thomas O. Bulloch, exec vp.

Phone: (303) 635-7576.

**Western region**

Washington
Montana
Oregon
Idaho
Wyoming
Nevada
Utah
Colorado
California
Arizona
New Mexico

**Cantor Advertising**, San Diego, had estimated gross income of $705,000 in 1983 on billings of $4,700,000. In 1982, it had estimated gross income of $390,000 on billings of $2,600,000. No volume breakout was provided. Accounts gained: Ballerina Boutique, Captain Kidds' Seafood Galleys, KCBQ-AM/Q105-FM radio stations, Picnic'N'Chicken, Price Bazaar, Second Sole Athletic Shoes, ShowBiz Pizza Place, Trend Furniture, Z90FM/KIFM 98 radio stations. Lost: Sportsworld, Fashion Conspiracy, Rid-

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# Gross income under $1,000,000

out Plastics. Employes: 13. Top exec: Dennis Cantor, president.
Phone: (619) 268-8422.

**The Ray Coen Co.**, Santa Monica, Cal., had estimated gross income of $450,000 in 1983 on billings of $3,000,000. In 1982, it had estimated gross income of $225,000 on billings of $1,500,000. No volume breakout was provided. Accounts gained: Beverly Heritage Hotels, Early California Foods, Saga Corp. restaurant management division. Lost: Alpha-Metrics. Billings breakdown: Newspapers 25%, magazines 45%, radio 5%, outdoor 10%, point of sale 5%, direct mail 5%, other 5%. Employes: 5. Top exec: Raymond L. Coen, president.
Phone: (213) 453-5421.

**Darien, Russell, Hill & Dahl**, formerly Darien, Russell & Hill, San Jose and Fresno, Cal., reported gross income of $534,939 in 1983 on billings of $4,241,839. In 1982, it reported gross income of $485,372 on billings of $3,498,704. Volume in 1983 consisted of $2,934,103 in media, $373,536 in materials and services and $934,200 in capitalized fees. In 1982, volume consisted of $2,438,191 in media, $211,395 in materials and services and $849,118 in capitalized fees. Billings breakdown: Newspapers 27%, magazines 5%, radio 23%, spot tv 39.5%, cable tv 1%, outdoor 1%, transit 0.5%, business papers 1%, direct mail 2%. Employes: 14. Top execs: Frank Darien Jr., Earle Russell, Danny Hill, Gary Dahl, vps.
Phone: (408) 247-2622.

**Dini Advertising**, San Francisco, reported gross income of $120,217 in 1983 on billings of $1,663,157. In 1982, it reported gross income of $166,797 on billings of $1,178,825. Volume in 1983 consisted of $560,007 in media, $252,725 in materials and services and $850,425 in capitalized fees. In 1982, volume consisted of $395,979 in media, $185,608 in materials and services and $597,238 in capitalized fees. Accounts gained: Bay Alarm Co., Better Business Bureau (East & North Bay), Cuvaison Winery, Fuller-Le Page Real Estate, General Electric Co., Lily's Restaurant, Schroeter, White & Johnson, Trans Ocean Leasing. Lost: Pacific Rail Service, Italian Lines, Atlanttrafic. Billings breakdown: Newspapers 20%, magazines 15%, radio 20%, spot tv 20%, outdoor 5%, business papers 10%, point of sale 5%, direct mail 5%. Employes: 8. Top execs: Robert L. Dini, president.
Phone: (415) 433-0800.

**Drummond Advertising**, Los Gatos, Cal., reported gross income of $209,700 in 1983 on billings of $1,530,323. It did not report figures for 1982. Volume in 1983 consisted of $338,000 in media, $198,493 in materials and services and $993,830 in capitalized fees. Accounts gained: By-Video Corp., Opticom Systems. Lost: Softlink Corp. Billings breakdown: Newspapers 5%, magazines 85%, direct mail 5%, point of sale 5%. Employes: 4 in four offices. Top exec: Charles R. Drummond, president.
Phone: (408) 354-3387.

**Dunshee & Co.**, Denver, had estimated gross income of $135,000 in 1983 on billings of $900,000. In 1982, it also had estimated gross income of $135,000 on billings of $900,000. No volume breakout was provided. Top exec: Ross M. Dunshee, president.
Phone: (303) 571-5280.

**Elgee Co.**, Spokane, reported gross income of $114,200 in 1983 on billings of $893,720. In 1982, it reported gross income of $77,000 on billings of $376,000. Volume in 1983 consisted of $320,100 in media, $200,100 in materials and services and $373,520 in capitalized fees. In 1982, volume consisted of $200,000 in media, $110,000 in materials and services and $66,700 in capitalized fees. Billings breakdown: Newspapers 3%, magazines 58%, radio 10%, spot tv 26%, other 3%. Employes: 3. Top exec: Michael J. Elgee, owner.
Phone: (509) 535-0631.

**Estey-Hoover**, Newport Beach, Cal., reported gross income of $969,342 in 1983 on billings of $6,709,297. In 1982, it reported gross income of $958,186 on billings of $6,503,809. Volume in 1983 consisted of $3,295,762 in media, $902,867 in materials and services and $2,510,668 in capitalized fees. In 1982, volume consisted of $3,263,300 in media, $890,595 in materials and services and $2,349,914 in capitalized fees. Accounts gained: Amber West, Funbus, Magic Island, Standard Communications, California Dental Health Plan. Lost: Golden Rain Foundation, Masterworks Software, Ontel. Billings breakdown: Newspapers 21%, magazines 36%, radio 6%, spot tv 23%, outdoor 1%, direct mail 7%, other 6%. Employes: 20. Top exec: Daniel W. Hoover, chairman-president.
Phone: (714) 549-8651.

**Fotheringham & Associates**, Salt Lake City, reported gross income of $939,191 in 1983 on billings of $5,592,524. In 1982, it reported gross income of $881,217 on billings of $5,147,214. Volume in 1983 consisted of $1,326,144 in media, $1,205,050 in materials and services and $3,061,330 in capitalized fees. In 1982, volume consisted of $1,194,324 in media, $1,402,271 in materials and services and $2,550,619 in capitalized fees. Accounts gained: American S&L, Jackson Hole Ski Corp., Garff Motor Center. Lost: MountainWest Savings, Union Bank, Interlake Thrift, Winder Dairy, Retirement Inns, Felt Electric, Cambridge Crossing. Billings breakdown: Newspapers 39%, magazines 5%, radio 16%, spot tv 37%, outdoor 2%, direct mail 1%. Employes: 20. Top exec: Robert S. Fotheringham, president.
Phone: (801) 521-2903.

**Alan Frank & Associates Inc.**, Salt Lake City, reported gross income of $263,114 and net income of $17,780 in 1983 on billings of $6,731,389. In 1982, it reported gross income of $279,909 and net income of 18,915 on billings of $7,688,200. Volume in 1983 consisted of $5,815,240 in media, $44,293 in materials and services and $871,856 in capitalized fees. In 1982, volume consisted of $6,713,576 in media, $47,120 in materials and services and $927,504 in capitalized fees. Accounts gained: Fiber Science/EDO Corp., Circle 'J' Club, David Early Tire. Lost: KUTV Inc., Levoy's Image Dynamics. Billings breakdown: Newspapers 45%, radio 5%, spot tv 35%, outdoor 5%, point of sale 1%, direct mail 2%, other 7%. Employes: 20 in two offices. Top exec: Alan F. Frank, president.
Phone: (801) 486-7455.

**Gabel Advertising**, Colorado Springs, reported gross income of $341,620 in 1983 on billings of $2,548,322. In 1982, it reported gross income of $331,460 on billings of $2,470,474. Volume in 1983 consisted of $1,170,349 in media, $295,579 in materials and services and $1,082,394 in capitalized fees. In 1982, volume consisted of $1,119,462 in media, $273,940 in materials and services and $1,077,072 in capitalized fees. Accounts gained: Kaman Instrumentation, Electro-Mech., Cuchara Valley Resort, Styro-Molders, Smart Development, Wigand Corp. Lost: None. Billings breakdown: Newspapers 32%, magazines 12%, radio 14%, outdoor 3%, direct mail 1%, network tv 38%. Employes: 11. Top exec: Kurt Gabel, president.
Phone: (303) 636-2361.

**The Gable Agency**, San Diego, reported gross income of $806,478 in 1983 on billings of $5,400,000. In 1982, it reported gross income of $644,184 on billings of $ 4,300,000. Volume in both years was all in media. Accounts gained: Otay International Center, Scripps Clinic and Research Foundation, The Naiman Co., San Diego Tech Center, Energy Factors Inc, Southwestern Cable TV, Torrey Pines Bank. Lost: Sun Savings, Rancho Santa Fe National Bank, Ne-Mo's Bakery. Billings breakdown: Newspapers 19%, magazines 44%, supplements 2%, radio 21%, spot tv 8%, point-of-sale 1%, direct mail 4%, other 1%. Employes: 28. Top execs: Tom Gable, president; Michael W. Sund, exec vp.
Phone: (619) 234-1300.

**Gardiner Advertising**, Salt Lake City, reported gross income of $484,407 in 1983 on billings of $3,240,405. In 1982, it reported gross income of $446,577 on billings of $3,167,895. Volume in 1983 consisted of $1,172,925 in media, $407,004 in materials and services and $1,660,476 in capitalized fees. In 1982, volume consisted of $1,271,494 in media, $522,884 in materials and services and $1,373,517 in capitalized fees. Accounts gained: General Distributors (Budweiser), Libra Programing. Lost: Family Health Program. Billings breakdown: Newspapers 21.8%, magazines 24.9%, 13.3%, spot tv 34.5%, outdoor 5.5%. Employes: 15. Top exec: Harold Gardiner, president.
Phone: (801) 364-5600.

**Grant & Pollack Advertising**, Denver, reported gross income of $586,000 and net income of $42,000 on estimated billings of $3,900,000 in 1983. In 1982, it had gross income of $231,000 and net income of $14,000 on estimated billings of $1,540,000. Billings breakdown: Newspapers 20%, magazines 15%, radio 30%, network tv 25%, direct mail 10%. Employes: 40. Top execs: John C. Grant, president-ceo; David T. Golden Jr., Roger A. Lipker, Kathie Sabatini, senior vps.
Phone: (303) 623-1778.

**Haddad Lawrence Advertising**, Studio City, Cal., reported gross income of $850,000 in 1983 on estimated capitalized billings of $5,669,500. In 1982, it reported gross income of $750,000 on billings of $5,000,000. No volume breakout was provided. Accounts gained: California Tackle, Phelps Dodge Solar Enterprises, Andermac Inc., Sensor Technology, L.A. United School District, six divisions of HTL Industries, IMACS Systems Corp., Apollo Lasers, Blue Chip Computer Systems, Watt Industries. Lost: Ajinomoto. Billings breakdown: Newspapers 30%, magazines 30%, radio 15%, spot tv 10%, direct mail 5%, other 10%. Employes: 20. Top execs: Daniel E. Lawrence, president; B. Haddad, exec vp.
Phone: (818) 508-6100.

**Haller Schwarz**, Los Angeles, reported gross income of $730,000 in 1983 on billings of $4,870,000. In 1982, it reported gross income of $698,000 on billings of $4,650,000. No break down in volume was provided. Accounts gained: Advanced Matrix Technology Inc., Filon Division, Sohio Chemical, Perfect Software Inc., Personal Systems Technology, We're Here to Help Computer Printer Store. Lost: Burlington Northern Air Freight, P. Leiner Nutritional Products, Luv-it Fashions. No billings breakdown were reported. Employes: 12. Top execs: Henry Schwarz, president; Anthony Haller, senior vp.
Phone: (213) 462-4433.

**Hinton & Steel**, Seattle, reported gross income of $304,121 in 1983 on billings of $2,665,324. In 1982, it reported gross income of $296,527 on billings of $2,282,692. Volume in 1983 consisted of $807,877 in media, $382,764 in materials and services and $1,474,683 in capitalized fees. In 1982, volume consisted of $489,719 in media, $445,567 in materials and services and $1,347,406 in capitalized fees. Accounts gained: Attachmate Corp., Brock Residence Inns Of Washington, Oregon & Alaska, CompuFair, Metlife Capital Corp., *Seattle Business Journal*. Lost: Sheraton Hotels of Seattle, Billings & Anchorage. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, spot tv 10%, business papers 20%, other 15%. Employes: 8. Top exec: Dennis Hinton, president.
Phone: (206) 623-0852.

**Hunter Barth Advertising**, Santa Ana, Cal., reported gross income of $717,200 in 1983 on billings of $4,711,800. In 1982, it reported gross income of $657,000 on billings of $4,334,000. Volume in 1983 consisted of $3,244,000 in media, $523,000 in materials and services and $933,800 in capitalized fees. In 1982, volume consisted of $3,000,000 in media, $420,000 in materials and services and $914,000 in capitalized fees. Accounts gained: Associated Business Products, Complete Business Systems, Donnellon McCarthy Inc., Global Services, Modern Business Systems, National Office Machine Dealers Assn. Lost: Copy Plus, Hoosier Photo, Scot Business Machines, Southern Home Equities. Billings breakdown: Newspapers

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10%, radio 80%, spot tv 5%, direct mail 5%. Employes: 15. Top exec: Werner Paul Barth, president.
Phone: (714) 540-0707.

**Ink Well Advertising**, St. George, Utah, reported gross income of $114,033 in 1983 on billings of $802,499 with net income of $8,463. In 1982, it reported gross income of $122,677 on billings of $901,541 with net income of $5,798. Volume in 1983 consisted of $218,261 in media, $77,418 in materials and services and $506,820 in capitalized fees. In 1982, volume consisted of $277,559 in media, $84,157 in materials and services and $539,825 in capitalized fees. Accounts gained: Anthony Motors, Arrow Audio, Pizza Factory, Western Independent Bankers, Neilsen's Frozen Yogurt, Horizon Thrift & Loan, Crystal Mountain Resort. Lost: Personal Business Computers. Billings breakdown: Newspapers 35%, magazines 18%, radio 23%, spot tv 20%, outdoor 2%, other 2%. Employes: 5. Top exec: Wallace Brazzeal, president.
Phone: (801) 628-0484.

**The Jones Agency**, Palm Springs, Cal., reported gross income of $523,765 in 1983 on billings of $3,492,790 with net income of $290,259. In 1982, it reported gross income of $472,2[illegible]4 on billings of $3,149,044 with net income of $259,718. Volume in 1983 consisted of $891,087 in media, $557,508 in materials and services and $2,043,995 in capitalized fees. In 1982, volume consisted of $699,984 in media, $548,110 in materials and services and $1,900,950 in capitalized fees. Accounts gained: Hotel Twin Dolphin, Dr. Milauskas (ophthalmology), Palm Springs Marquis, Sheraton Plaza, Pompei Restaurant. Lost: Unique Golf, Holstein Industries. Billings breakdown: Newspapers 25%, magazines 40%, radio 10%, spot tv 5%, outdoor 15%, direct mail 5%. Employes: 14. Top exec: Milton W. Jones, president.
Phone: (714) 325-1437.

**Junger-Wellman & Co.**, Los Angeles, reported gross income of $273,000 and net income of $26,800 in 1983 on billings of $1,790,560. In 1982, it reported gross income of $205,000 and net income of $20,525 on billings of $1,270,400. Volume in 1983 consisted of $300,000 in media, $370,000 in materials and services and $1,120,560 in capitalized fees. In 1982, volume consisted of $185,000 in media, $285,000 in materials and services and $800,400 in capitalized fees. Accounts gained: Metrobank, Greatwest Hospitals, A-M Co. Lost: La Canada/Flintridge Country Club, Urbatec, Spar Development. Billings breakdown: Newspapers 60%, magazines 25%, radio 1%, outdoor 2%, business papers 10%, direct mail 2%. Employes: 8. Top execs: Andrew R. Wellman, chairman; George A. Junger, president.
Phone: (213) 477-8251.

**Klein/Richardson**, Beverly Hills, reported gross income of $411,000 in 1983 on billings of $2,750,000 with net income of $101,000. In 1982, it reported gross income of $345,000 on billings of $2,300,000 with net income of $69,000. No volume breakout was provided. Accounts gained: Granada Royale Hometels, Aliseo International, The Reading Game, Valley Presbyterian Hospital, Beam Imports. Lost: Hyatt Hotels of Southern California, Mr. & Mrs. 'T'. Billings breakdown: Newspapers 30%, magazines 25%, radio 25%, outdoor 5%, business papers 10%, point of sale 5%. Employes: 8. Top exec: Neil K. Klein, president.
Phone: (213) 652-4450.

**Raymond I. Lang Advertising**, San Carlos, Cal., reported gross income of $73,400 in 1983 on billings of $490,076. The agency did not report figures for 1982. Volume in 1983 consisted of $40,503 in media, $10,020 in materials and services and $439,553 in capitalized fees. Accounts gained: Cap Snap Seal. Lost: None. Billings breakdown: Newspapers 5%, business papers 95%. Employes: 2. Top exec: Raymond I. Lang, president.
Phone: (415) 595-8800.

**Lansdale, Carr & Baum**, Irvine, Cal., had estimated gross income of $375,000 in 1983 on billings of about $2,500,000. The agency owns several of its clients but did not include billings to those clients in its report. No volume breakout was provided. Top exec: Phil Lansdale, president.
Phone: (714) 850-0148.

**Larson, Bateman & McAllister**, Santa Barbara, Cal., reported gross income of $606,967 in 1983 on billings of $5,041,077. In 1982, it reported gross income of $635,131 on billings of $4,895,387. Volume in 1983 consisted of $3,557,980 in media, $468,408 in materials and services and $1,014,689 in capitalized fees. In 1982, volume consisted of $3,751,246 in media, $408,640 in materials and services and $735,501 in capitalized fees. Accounts gained: Host International, Digital Sound Corp., General Research Corp., Pentabs, All Year Assn. of Santa Barbara. Lost: Excel-Mineral, Great American Restaurants, Cox Cable Santa Barbara, Kinko's Graphics, Log Etronics. Billings breakdown: Newspapers 23%, magazines 2%, radio 21%, spot tv 34%, business papers 5%, other 15%. Employes: 16. Top exec: Michael McAllister, president.
Phone: (805) 963-5841.

**Steve Lutzker Advertising**, Phoenix, Ariz., reported gross income of $649,232 in 1983 on billings of $3,277,372. In 1982, it reported gross income of $508,588 on billings of $2,567,825. Volume in 1983 consisted of $1,160,270 in media, $1,576,242 in materials and services and $540,860 in capitalized fees. In 1982, volume consisted of $1,133,693 in media, $1,234,132 in materials and services and $200,000 in capitalized fees. Accounts gained: Romney Hotels, Aztec Development, Huma-Gro. Lost: Leon's Furniture. Billings breakdown: Newspapers 40%, magazines 5%, radio 20%, spot tv 20%, outdoor 15%. Employes: 20. Top execs: Steve Lutzker, president; E. Richard Roberts, senior vp.
Phone: (602) 252-0031.

**MacGibbon & Kobasic**, Portland, Ore., and Seattle, reported gross income of $439,300 in 1983 on billings of $2,191,094. In 1982, it reported gross income of $379,900 on billings of $1,729,392. Volume in 1983 consisted of $1,556,444 in media, $634,650 in materials and services. In 1982, volume consisted of $1,205,492 in media, $523,900 in materials and services. Accounts gained: Wagner Mining Equipment, ESCO Corp., Vancouver Federal Savings, ComputerLand, Stephens Engineering. Lost: Rambold Corp. Billings breakdown: Newspapers 15%, magazines 25%, radio 5%, spot tv 50%, farm publications 5%. Employes: 14. Top exec: John I. Kobasic, president.
Phone: (503) 2[illegible].

**Marketing Directions**, Newport Beach, Cal., reported gross income of $813,373 in 1983 on billings of $5,966,713. In 1982, it reported gross income of $786,713 on billings of $4,412,324. Volume in 1983 consisted of $599,275 in media, $572,615 in materials and services and $4,794,823 in capitalized fees. In 1982, volume consisted of $594,283 in media, $725,382 in materials and services and $3,092,659 in capitalized fees. Accounts gained: Impra Inc., Nellcor Inc., Riverside Community Hospital, Valleylab Inc. Lost: Birtcher Corp. Billings breakdown: Newspapers 8%, magazines 2%, radio 2%, business papers 35%, direct mail 13%, other 40%. Employes: 20. Top execs: Richard L. Lawrence, chairman; Michael B. Cole, president; James J. Lawrence, exec vp..
Phone: (714) 752-6211.

**MarketReach Inc.**, Seattle, reported gross income of $440,121 in 1983 on billings of $2,935,149. In 1982, it reported gross income of $357,932 on billings of $2,387,159. Volume in 1983 consisted of $560,469 in media, $359,153 in materials and services and $2,015,527 in capitalized fees. In 1982, volume consisted of $282,680 in media, $216,576 in materials and services and $1,887,903 in capitalized fees. Accounts gained: Advanced Digital Technology, Mannesmann Tally, Telechoice, Self Regulation Systems, Minicomputer Modeling. Lost: Advanced Technology Laboratories, Advanced Digital Technology, Telechoice Self Regulation Systems. Billings breakdown: Newspapers 4%, magazines 8%, radio 5%, spot tv 1%, business papers 26%, direct mail 30%, other 26%. Employes: 7. Top exec: Gene Davis, president.
Phone: (206) 282-3439.

**Robert McKim & Co.**, Los Angeles, reported estimated gross income of $632,851 in 1983 on billings of $4,219,005. In 1982, it reported gross income of $390,000 on billings of $2,458,600. Volume in 1983 consisted of $702,000 in media, $1,266,192 in materials and services and $2,250,000 in capitalized fees. In 1982, volume consisted of $622,000 in media, $836,100 in materials and services and $1,000,500 in capitalized fees. Accounts gained: Datasoft Inc., Cal Custom, Cannon Safe, Perma Plaque. Lost: Data Assette, Iris. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, spot tv 25%, business papers 15%, farm publications 5%, point of sale 5%, direct mail 15%. Employes: 12. Top exec: Robert McKim, president.
Phone: (213) 382-2358.

**Mills Advertising**, Los Angeles, reported gross income of $175,000 in 1983 on billings of $2,100,250. In 1982, it reported gross income of $150,000 on billings of $1,750,250. Volume in 1983 consisted of $1,400,000 in media, $200,000 in materials and services and $500,250 in capitalized fees. In 1982, volume consisted of $1,150,000 in media, $100,000 in materials and services and $500,250 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 75%, radio 10%, direct mail 5%. Employes: 4. Top exec: Erza Millstein, president.
Phone: (213) 604-0777.

**Nord Advertising Associates**, Salt Lake City, reported gross income of $233,135 in 1983 on billings of $2,200,000. In 1982, it reported gross income of $197,400 on billings of $1,800,000. No volume breakout was provided. Billings breakdown: Newspapers 10%, magazines 2%, supplements 2%, radio 15%, spot tv 60%, outdoor 10%, transit 1%. Employes: 7. Top exec: Lewis Nord, president.
Phone: (801) 521-8383.

**Offield & Brower**, Los Gatos, Cal., reported gross income of $342,693 in 1983 on billings of $4,617,717. In 1982, it reported gross income of $340,000 on billings of $2,527,395. Volume in 1983 consisted of $1,438,363 in media, $796,109 in materials and services and $2,383,245 in capitalized fees. In 1982, volume consisted of $750,000 in media, $320,000 in materials and services and $1,457,395 in capitalized fees. Accounts gained: Harte-Hanks/*Pennysaver*, Applied Software Technology, Braegen Corp., Iomega Corp., Datamac, Skyway Freight Systems. Lost: BASIS Microcomputer, Momentum Computer Systems, Cushman Electronics, Memorex Corp. Billings breakdown: Newspapers 13%, magazines 55%, radio 14%, outdoor 2%, business papers 2%, point of sale 6%, direct mail 8%. Employes: 10. Top exec: Ernest E. Brower, president.
Phone: (408) 354-0536.

**Patchen Brownfeld**, Phoenix, reported gross income of $587,000 in 1983 on billings of $5,008,500. In 1982, it reported gross income of $221,000 on billings of $2,320,000. Volume in 1983 consisted of $4,300,000 in media, $255,000 in materials and services and $453,500 in capitalized fees. In 1982, volume consisted of $2,000,000 in media, $120,000 in materials and services and $200,000 in capitalized fees. Accounts gained: Entz-White Deptartment Store, American West Airlines, Great Western Bank. Lost: None. Billings breakdown: Newspapers 20%, magazines 10%, radio 12%, spot tv 24%, outdoor 10%, business papers 10%, point of sale 4%, direct mail 10%. Employes: 15. Top execs: Steve Patchen, president; Fred Brownfeld, exec vp.
Phone: (602) 274-7707.

**The Phillips Organization**, San Diego, reported gross income of $995,929 in 1983 on billings of $6,642,846. In 1982, it reported gross income of $915,000 on billings of $6,103,050. No volume breakout was provided. Accounts gained: None. Lost: None. Billings breakdown: Newspapers 20%, magazines 15%, radio 10%, spot tv 15%, outdoor 2%, transit 3%, business papers 5%, point of sale 10%, direct mail 10%, other 10%. Employes: 17. Top exec: Robert B. Phillips, president.
Phone: (619) 274-8100.

**Pierce & Strain**, San Francisco, had estimated gross income of $255,000 in 1983 on billings of $1,700,000. In 1982, it had estimated gross income of $195,000 on billings of $1,300,000. Volume in 1983 consisted of $1,700,000 in media. In 1982, volume consisted of $1,300,000 in media. Billings breakdown: Newspapers 10%, radio 25%, spot tv 5%, outdoor 10%, business papers 10%, farm publications 40%. Employes: 6. Top exec: Jerry E. Pierce, president.
Phone: (415) 392-4092.

**Professional Marketing Group**, Los Angeles, reported gross income of $337,000 and net income of $15,000 in 1983 on billings of $1,967,200. In 1982, it reported gross income of $355,000 and net income of $2,000 on billings of $1,617,100. Volume in 1983 consisted of $150,000 in media, $750,000 in materials and services and $1,067,200 in capitalized fees. In 1982, volume consisted of $100,000 in media, $650,000 in materials and services and $867,100 in capitalized fees. Accounts gained: Retirement Inns of America, Orchids Paper Co., Time Sports Inc., Cheap Wheels of the Valley, La Familia Restaurants, Maui Mex Foods. Lost: Distributed Logic Corp., ASICS Tiger Corp., Systems Furniture. Billings breakdown: Newspapers 30%, magazines 10%, radio 10%, spot tv 40%, business papers 10%. Employes: 14. Top exec: John Haskell, president.
Phone: (213) 385-9202.

**Rahm Advertising & Public Relations**, Oakland, Cal, reported gross income of $379,029 in 1983 on billings of $2,509,229. In 1982, it reported gross income of $301,989 on billings of $1,672,206. Volume in 1983 consisted of $763,562 in media, $471,804 in materials and services and $1,273,863 in capitalized fees. In 1982, volume consisted of $517,731 in media, $204,600 in materials and services and $949,875 in capitalized fees. Accounts gained:

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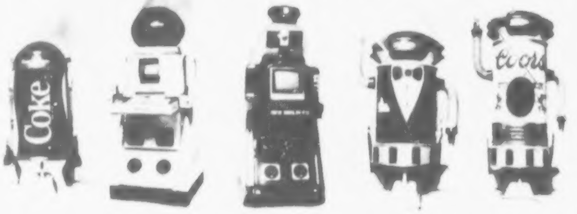

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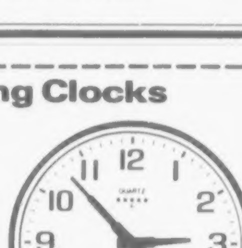

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## Gross income under $1,000,000

Dunne Quality Paints, Liberty Radiator & Co., SFO Helicopter Airlines. Billings breakdown: Newspapers 4%, magazines 5%, radio 25%, spot tv 10%, outdoor 12%, business papers 12%, point of sale 25%, direct mail 7%. Employes: 8. Top execs: John Hermansky, president; James C. Resor, exec vp.
Phone: (415) 832-1500.

**Rainoldi-Bowles**, San Francisco, reported gross income of $670,420 in 1983 on billings of $4,278,207. In 1982, it reported gross income of $673,357 on billings of $4,315,582. Volume in 1983 consisted of $756,211 in media, $1,196,801 in materials and services and $2,325,195 in capitalized fees. In 1982, volume consisted of $791,118 in media, $1,258,505 in materials and services and $2,265,959 in capitalized fees. Accounts gained: Allergenetics Inc., Sparta Instruments, Snowden-Pencer, Oxbridge Inc. and International Diagnostics Technology. Lost: CAS Systems, Metro Pacific Enterprises, Soladex, Coors Biomedical. Billings breakdown: Newspapers 6%, magazines 25%, radio 5%, transit 1%, business papers 4%, point of sale 30%, direct mail 15%, other 14%. Employes: 11. Top exec: Joseph C. Rainoldi, president.
Phone: (415) 974-1830.

**Reeds, Farris, Lewis & Maisel**, Los Angeles, reported gross income of $974,001 in 1983 on billings of $6,536,567. In 1982, the agency reported gross income of $841,298 on billings of $5,623,269. Volume in 1983 consisted of $1,118,637 in media, $809,800 in materials and services and $4,608,130 in capitalized fees. In 1982, volume consisted of $901,779 in media, $615,431 in materials and services and $4,106,059 in capitalized fees. Accounts gained: Anderson-Barrows Metals Corp., Howe Industries, Mercury Aerospace Fasteners, Microdot Inserts, Microdot Aerospace Fastening Systems, Western Security Bank. Lost: Alston, Covington Technologies, Rinnai Corp., Columbia Mfg., Hwa Tai Enterprises, Viking Industries. Employes: 14. Top execs: Robert A. Reeds and Karl L. Farris, co-presidents.
Phone: (213) 874-2801.

**E.H. Rogers & Co.**, Los Angeles, had estimated gross income of $864,450 in 1983 on billings of $5,763,000. In 1982, it had estimated gross income of $848,250 on billings of $5,655,000. Volume in 1983 consisted of $5,320,000 in media, $443,000 in materials and services. In 1982, volume consisted of $5,220,000 in media, $435,000 in materials and services. Billings breakdown: Newspapers 5%, magazines 20%, radio 35%, outdoor 15%, business papers 20%, direct mail 5%. Employes: 6. Top exec: E. H. Rogers, president.
Phone: (213) 208-5500.

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(212) 687-4050 Agency

**Schafer Advertising**, Tucson, Ariz., had estimated gross income of $56,250 in 1983 on billings of $375,000. In 1982, it had estimated gross income of $63,750 on billings of $425,000. Volume in both years was all in media. Accounts gained: Burr-Brown Research, military products division, Data-Sud Systems. Lost: None. Billings breakdown: Magazines 85%, other 15%. Employes: 2. Top exec: Ray Schafer, president.
Phone: (602) 298-2109.

**Len Scholl & Co.**, Los Angeles, reported gross income of $504,094 in 1983 on billings of $3,360,630. In 1982, it reported gross income of $458,868 on billings of $3,059,123. Volume in 1983 consisted of $1,785,323 in media, $352,282 in materials and services and $1,223,025 in capitalized fees. In 1982, volume consisted of $1,630,432 in media, $319,870 in materials and services and $1,108,821 in capitalized fees. Accounts gained: Big O Tire Dealers of Southern California, California Fertilizer Assn., Celestron International, The Tire Shoppe. Lost: Molycorp. Billings breakdown: Newspapers 24%, magazines 10%, radio 27%, spot tv 25%, outdoor 1%, business papers 2%, farm publications 8%, point of sale 1%, direct mail 2%. Employes: 12. Top exec: Len Scholl, president.
Phone: (213) 930-2515.

**Sharp Hartwig**, Seattle, had estimated gross income of $879,400 in 1983 on billings of $5,900,000. In 1982, it had estimated gross income of $538,100 on billings of $3,600,000. No volume breakout was provided. Volume includes U.S. subsidiary Response Marketing. Accounts gained: Korry Electronics, Data I/O, Western Star Trucks, Anchor Computer Systems. Lost: Seattle Opera, PACCAR Leasing. Billings breakdown: Newspapers 15%, magazines 10%, radio 10%, spot tv 15%, outdoor 5%, business papers 35%, direct mail 10%. Employes: 24. Top execs: David Sharp, president; Cynthia Hartwig, exec vp; Bill Fritsch, vp.
Phone: (206) 282-6242.

**Soderberg & Associates**, Seattle, reported gross income of $828,444 and net income of $22,060 in 1983 on billings of $6,546,631. The agency did not report figures for 1982. Volume in 1983 consisted of $2,130,814 in media, $1,199,230 in materials and services and $3,216,587 in capitalized fees. Accounts gained: Scandia Down Corp.; Dilettante Chocalates; Stoddard Hamilton Aircraft; Noel Nuval Processors; Union Bay Sportswear Ltd.; Sadies Food Products. Lost: 20th Century-Fox. Billings breakdown: Newspapers 30%, magazines 1%, radio 33%, spot tv 34%, business papers 2%. Employes: 19. Top exec: P. Stanley Soderberg, president.
Phone: (206) 285-2070.

**Walters & Co.**, La Jolla, Cal., reported gross income of $94,317 in 1983 on billings of $628,832. In 1982, it reported gross income of $102,790 on billings of $685,387. Volume in 1983 consisted of $428,729 in media, $91,675 in materials and services and $108,428 in capitalized fees. In 1982, volume consisted of $313,394 in media, $130,890 in materials and services and $241,103 in capitalized fees. Accounts gained: Dow Theory Letters, Scripps Bank. Billings breakdown: Newspapers 65%, magazines 5%, radio 5%, network tv 10%, other 15%. Employes: 4. Top exec: J. Berk Walters, president.
Phone: (619) 459-4227.

**Wank, Williams & Neylan**, Menlo Park, Cal., reported gross income of $277,596 in 1983 on billings of $1,896,351. In 1982, it reported gross income of $321,718 on billings of $2,125,278. Volume in 1983 consisted of $560,967 in media, $376,605 in materials and services and $958,779 in capitalized fees. In 1982, volume consisted of $639,464 in media, $422,196 in materials and services and $1,063,618 in capitalized fees. Accounts gained: Trimax Controls Inc., Computer Curriculum Corp., Stellar Systems. Lost: Santa Clara County Transit District. Billings breakdown: Newspapers 25%, magazines 5%, radio 25%, spot tv 10%, outdoor 5%, business papers 30%. Employes: 7. Top execs: Gary T. Williams, president; William F. Neylan, exec vp.
Phone: (415) 323-3183.

**Warr, Foote & Ross**, Los Altos, Cal., had estimated gross income of $716,799 in 1983 on reported billings of $4,778,664. In 1982, it had estimated gross income of $763,776 on reported billings of $5,091,840. No volume breakout was provided. Accounts gained: Perfect Software, Simpson Extruded Plastics Co., Umpqua Division of Bohemia, Automated Plastic Molding, California Security Bank, Investment Transaction Corp., Mariani Financial Co., Microelectronic Business International. Lost: LSI-Sierra, University of Oregon Athletics. Billings breakdown: Newspapers 1%, radio 1%, spot tv 1%, cable tv 1%, outdoor 1%, business papers 87%, direct mail 8%. Employes: 10 in two offices. Top execs: Robert O. Warr, chairman-ceo; Michael W. Rose, exec vp.
Phone: (415) 941-2820.

**Webb & Associates**, Lafayette, Cal., had an estimated gross income of $417,393 in 1983 on billings of $2,782,626. In 1982, it had estimated gross income of $363,764 on billings of $2,425,095. Volume in 1983 consisted of $1,197,918 in media, $776,965 in materials and services and $807,743 in capitalized fees. In 1982, volume consisted of $1,220,199 in media, $641,081 in materials and services and $563,815 in capitalized fees. Billings breakdown: Newspapers 35%, radio 10%, spot tv 10%, outdoor 15%, business papers 25%, direct mail 5%. Employes: 14. Top exec: John M. Webb, president.
Phone: (415) 283-1733.

**Wendt Advertising**, Great Falls, Mont., reported gross income of $615,046 in 1983 on billings of $4,102,356. In 1982, it reported gross income of $776,197 on billings of $5,177,234. Volume in 1983 consisted of $2,268,580 in media, and $1,833,776 in capitalized fees. In 1982, volume consisted of $3,120,876 in media, and $2,056,358 in capitalized fees. Accounts gained: Buttrey Food Stores, Montana Department of Commerce (travel promotion division), Montana Farmer's Union Insurance Co., Cascade Opticians. Lost: American Simmental Assn., Columbus Hospital, Christian Brothers brandy and wines. Billings breakdown: Newspapers 37%, radio 6%, spot tv 22%, outdoor 2%, other 33%. Employes: 18. Top execs: Stanley F. Meyer, president; Robert L. Lindborg, exec vp.
Phone: (406) 452-8581.

**Wilson, Frank & Associates**, San Diego, reported gross income of $422,880 and net income of $81,335 in 1983 on billings of $3,108,257. In 1982, it reported gross income of $381,084 and net income of $50,220 on billings of $3,007,951. Volume in 1983 consisted of $871,944 in media, $442,204 in materials and services and $1,794,109 in capitalized fees. In 1982, volume consisted of $793,667 in media, $466,158 in materials and services and $1,747,766 in capitalized fees. Accounts gained: Rancho Santa Fe National Bank, Womack Motors, Digital Business Center, Spin Physics, Seapointe Savings. Lost: KSON Radio, Valley Independent Bank, Imperial County Private Industry Council. Billings breakdown: Newspapers 56%, magazines 13%, radio 20%, spot tv 1%, outdoor 2%, business papers 5%, direct mail 1%. Employes: 8. Top exec: Thomas H. Wilson, president.
Phone: (619) 297-3355.

**Yuguchi & Krogstad**, Los Angeles, reported gross income of $501,635 in 1983 on billings of $3,634,000. No information was provided for 1982. Volume in 1983 consisted of $1,200,000 in media, $1,100,000 in materials and services and $1,334,000 in capitalized fees. Accounts gained: Bell Foods Services. Billings breakdown: Newspapers 46%, magazines 6%, radio 34%, outdoor 14%. Employes: 10. Top exec: Clifford Yuguchi, president.
Phone: (213) 383-6915.

## Too late to classify

*The following six profiles of agencies with gross income under $1 million were received too late to include in the regional listings.*

**George Blake & Associates**, Sarasota, Fla., had estimated gross income of $112,500 in 1983 on billings of $750,000. In 1982, it had estimated gross income of $96,000 on billings of $640,000. Volume in 1983 consisted of $500,000 in media, $50,000 in materials and services and $200,000 in capitalized fees. In 1982, volume consisted of $400,000 in media, $40,000 in materials and services and $200,000 in capitalized fees. Accounts gained: Sun Broadcasting, Postmasters Inc., United Products Co. Lost: None. Billings breakdown: Newspapers 20%, radio 60%, spot tv 15%, outdoor 5%. Employes: 4. Top exec: George B. Blake, president.
Phone: (813) 755-8637.

**Eagle Advertising Corp.**, New Rochelle, N.Y., reported gross income of $335,000 in 1983 on billings of $3,866,000. In 1982, it reported gross income of $268,000 on billings of $3,342,000. Volume in 1983 consisted of $1,850,000 in media, $83,000 in materials and services and $1,933,000 in capitalized fees. In 1982, volume consisted of $1,600,000 in media, $71,000 in materials and services and $1,671,000 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 80%, point of sale 5%, direct mail 5%. Employes: 3. Top execs: James B. Cowen, president.
Phone: (914) 235-5332.

**Emery Advertising**, El Paso, Tex., had estimated gross income of $545,025 in 1983 on billings of $3,633,500. In 1982, it had estimated gross income of $485,025 on billings of $3,233,500. Volume in 1983 consisted of $2,700,000 in media, $600,000 in materials and services and $333,500 in capitalized fees. In 1982, volume consisted of $2,500,000 in media, $400,000 in materials and services and $333,500 in capitalized fees. Accounts gained: Larry Mahan's Cowboy Collection, Hyer Boot Co., Larry Mahan's Retail Stores, The S.O.D. Co., American Furniture Co., Union Furniture Co., Voila Sportswear, Texas National Bank, Patricia Raynal Cosmetics, Harvey Development, Magic Landing Theme Park. Lost: El Paso National Bank. Billings breakdown: Newspapers 22%, magazines 10%, radio 25%, spot tv 25%, cable tv 2%, outdoor 5%, business papers 5%, point of sale 3%, direct mail 3%. Employes: 15. Top exec: Tom Emery, president.
Phone: (915) 532-3636.

**Jackson/Ridey & Co.**, Cincinnati, had estimated gross income of $961,608 in 1983 on billings of $6,410,723. In 1982, it had estimated gross income of $881,461 on billings of $5,876,413. Volume in 1983 consisted of $4,212,301 in media, $196,401 in materials and services and $2,002,021 in capitalized fees. In 1982, volume consisted of $3,800,502 in media, $151,320 in materials and services and $1,924,591 in capitalized fees. Top exec: Ron Jackson, chairman.
Phone: (513) 621-8440.

**Karsh & Hagan**, Englewood, Colo., reported gross income of $1,668,596 and net income of $49,581 in 1983 on billings of $15,333,261. In 1982, it reported gross income of $883,147 and net income of $28,744 on billings of $8,437,096. Volume in 1983 consisted of $3,260,484 in media, $1,936,571 in materials and services and $10,136,206 in capitalized fees. In 1982, volume consisted of $2,453,216 in media, $635,387 in materials and services and $5,348,493 in capitalized fees. Accounts gained: Jones Intercable, Childrens World, Apogee Robotics, Communications World International, Gaylord Systems Division, Mastercraft Industries, Rocky Mountain Bankcard Systems. Lost: Language Resources, Idex Microsystems, Money Mart, Resort Time Shares, Vail Associates. Billings breakdown: Newspapers 20%, magazines 10%, supplements 4%, radio 24%, spot tv 38%, outdoor 2%. Employes: 44. Top exec: Philip H. Karsh, president.
Phone: (303) 770-8088.

**Sheldon Fredericks Advertising**, New York, reported gross income of $532,000 in 1983 on billings of $5,275,000, with net income of $96,000. In 1982, it reported gross income of $511,000 on billings of $4,988,000, with net income of $88,000. Volume in 1983 consisted of $3,162,000 in media, $901,000 in materials and services and $1,212,000 in capitalized fees. In 1982, volume consisted of $2,981,000 in media, $885,000 in materials and services and $1,152,000 in capitalized fees. Billings breakdown: Newspapers 37%, magazines 15%, radio 8%, network tv 13%, spot tv 13%, direct mail 14%. Employes: 16. Top exec: Frederick A. Schwartz, president.
Phone: (212) 867-0110.

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# Advertising Age

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*$1.25 a copy; $52 a year* *The International Newspaper of Marketing • In Two Sections, Section 1.* *April 2, 1984*

**Shell introduces its new gold standard gasoline: SU 2000™ Super Unleaded**

All gasolines are not alike. SU 2000's formula is so unique it's patented. And SU 2000 also has high octane. It's among the highest octane premium unleaded gasolines available. (Note: SU 2000 is never blended with methanol, a low-priced alcohol some suppliers use as an octane booster.)

- So unique it's patented
- High octane
- Reduces intake deposits
- Never blended with methanol

SU 2000 helps keep your engine clean mile after mile. It is designed to reduce critical intake deposits that may be causing engine knock. In fact, the longer you use SU 2000, the better it can be for your engine.

For truly gold standard performance, get new SU 2000 Super Unleaded. In the black and gold pump at the Shell station nearest you.

*The longer you use it, the better it can be for your engine.*

### *It's a gas*

Shell Oil Co., Houston, begins advertising today for SU 2000 and RU 2000 unleaded gasolines. Color magazine ads and tv spots are via Ogilvy & Mather/Houston. *(See story on Page 10.)*

# New analgesic lures J&J, Bristol-Myers

**By NANCY GIGES**

Bristol-Myers and Johnson & Johnson are moving ahead with ibuprofen pain relievers, although approval for over-the-counter sale of the new nonaspirin analgesic appears to be snarled in red tape at the Food & Drug Administration.

Two other marketers, American Home Products and Upjohn Co., have been prepared since last August. But Upjohn, primarily a prescription drug marketer, apparently decided against competing head-to-head with the proprietary drug giants by naming Bristol exclusive distributor of its otc ibuprofen, called Nuprin.

While ibuprofen has been effective at prescription dosages in treating arthritis, it will compete in the general analgesic market as an otc drug.

According to a recent prospectus of Elan PLC, an Irish company, J&J went to Elan's U.S. subsidiary in Gainesville, Ga., to develop a sustained-release dosage form of the product. Of these major drug companies, J&J would be the only one that would be prevented from introducing a product until May, 1985, because of patent restrictions. But a sustained-release product to be taken once or twice a day would provide a product improvement over other proposed brands.

Ibuprofen, with manufacturer sales of $250 million, is the nation's largest-selling prescription remedy for arthritis. Most sales come from Upjohn's Motrin brand sold under license by the worldwide patent holder, Boots Co. When Boots realized that otc approval might be considered, it also licensed American Home Products to sell an otc version, named Advil.

Both AHP and Upjohn have appeared before an FDA advisory panel to urge approval for otc sale of a 200mg dosage formula, about

*(Continued on Page 60)*

# *GOP picks 'Tuesday Team'*

**By PAT SLOAN**
**and RICHARD L. GORDON**

Pennsylvania Avenue handed down its decision to Madison Avenue last week: Ketchum Advertising/U.S. is the loser and, as expected, an ad hoc advertising group, to be called "The Tuesday Team," is the winner of the $25 million-to-$30 million Ronald Reagan/George Bush 1984 re-election ad campaign.

The ad hoc group, as reported earlier, will be directed by James D. Travis, president-chief operating officer of Della Femina, Travisano & Partners (AA, March 26). Mr. Travis will take a nine-month leave of absence from the agency to assume the presidency of "The Tuesday Team." The group will be based in New York and is now searching for office space.

Termed an "all-star" collection of advertising talent, the group will also include Walter A. Carey, senior vp-chief operating officer of Leber Katz Partners, who will serve as exec vp and chief operating officer, and Sig Rogich, president of R&R Advertising, Reno and Las Vegas, Nev., who will be a director of the corporation.

Mr. Rogich, a veteran of more than 300 political races in the West, has also been an advisor to Nevada Sen. Paul Laxalt, general chairman of Reagan-Bush '84. Roger Ailes, president of Ailes Communications and widely regarded as one of the top political media consultants in the country, will serve as a consultant.

A three-member advisory committee—consisting of Phil Dusenberry, vice-chairman and exec creative

*(Continued on Page 62)*

**Final ad burst for New York primary: Page 62**

# ABC, CBS in daytime summer tiff

**By DIANE MERMIGAS**

The battle for daytime ratings and demographics between ABC and CBS will escalate into a full-fledged war this summer, complete with new promotional blitzes.

There's no official word out of either camp yet as to specifics, although the new promotional campaigns will probably be launched next June in all dayparts, including prime time.

CBS' campaign will be designed to take advantage of its current first-place ratings momentum in daytime and the fact that ABC will be forfeiting much of its popular daytime schedule July 28 through Aug. 12, when the network telecasts live summer Olympics events from Los Angeles.

The new campaign from ABC, which recently was unseated as the undisputed daytime leader, will be designed to retain normal viewership for abbreviated versions of its hourlong weekday soap operas. They will air daily in two-hour

*(Continued on Page 58)*

## last minute news

### *McDonald's readies french toast morsel*

Oak Brook, Ill.—McDonald's Corp. is readying a new breakfast item for national rollout in time to receive heavy advertising support during the Summer Olympics, sources report. Tentatively called Maple McCrisp, the item is said to be deep-fried french toast morsels for dipping in maple syrup. McDonald's agency is Leo Burnett USA, Chicago.

### *RCA introducing $1,295 vcr with remote control*

New York—RCA introduced a new $1,295 model videocassette recorder that can be programed a full year ahead of time and also is capable of total programing by remote control. The company, via Leo Burnett USA, Chicago, plans a major advertising and merchandising campaign on behalf of the new vcr. Also, RCA on March 30 revised its vcr industry projections to sharply higher levels. Stephen S. Stepnes, division vp-marketing, RCA Consumer Electronics, now is forecasting 6.7 million vcr unit sales for the industry in '84, 2.2 million more than the projection of three months ago. He said consumers will spend $4.5 billion in 1984 for vcrs, nearly $2 billion more than in 1983.

### *Reynolds says Century almost nationwide*

Winston-Salem, N.C.—R.J. Reynolds Tobacco Co. said that because of continuing action by state legislatures, Century, its 25-per-pack economy cigaret, will be available soon to consumers in nearly 99% of the country. Since the brand was introduced in 33 states in July, 10 additional states have revised laws to allow its sale. The agency is Tatham-Laird & Kudner. In addition, Reynolds is introducing its Sterling Special Blend premium cigaret nationwide today.

*(Continued on Page 8)*

**Kelly award winner**—Page 57

# Coming attraction: Films by credit card

**By ROBERT RAISSMAN**

Fans of the automatic teller machine soon may be able to do their button-pushing at the movies, using their credit cards to pick a flick, then buy a ticket against their account.

Chits for popcorn, candy, soft drinks or other munchies also will be available by just punching a few buttons. Starting this month, Kansas City, Mo.-based AMC Entertainment will begin testing a machine called "The Agent" in one of its multiple-screen theaters in Dallas. AMC is a wholly owned subsidiary of American Multi Cinema.

The machine, similar to an ATM, will enable moviegoers to insert one of three as-yet-undisclosed major credit cards into machines at their local theater and punch in a code to see what movies are playing. The machine also will display the time the picture is scheduled to begin and the seat availability for performances, according to Ron D. Leslie, exec-vp, AMC.

The moviegoer next punches in the chosen movie and out pops a ticket. The price of the ticket is credited to the purchaser's credit card account. The service doesn't stop there. Patrons can then punch in another code and receive a chit for popcorn, candy, soft drinks or other concessions. Those coupons can be redeemed at the show.

Mr. Leslie added that AMC is beginning talks with banks which are interested in adding the ATM function to "The Agent." In essence, a consumer will be able to charge a movie and food—and make a cash withdrawal or deposit before strolling in to see a flick.

The test will last for three months, he said. "Of course it will help us sell tickets but it will definitely provide added convenience to our customers," he said. "It will take people off lines at night. When our

*(Continued on Page 58)*

# 3 books take their last byte

By STUART J. ELLIOTT

New York—Is the long-predicted shakeout in computer magazines about to get under way?

That's what observers of the field are asking after news that *Software Supermarket*, *Sync* and *Teaching, Learning & Computing* are folding.

While some contend the disappearance of these books means the much-heralded shakeout has begun, others say a number of failures are inevitable, given the category's enormous growth.

*Software Supermarket*, from Amos Press, Sidney, O., will fold with its fifth issue, dated May. "Competition on the newsstand was just too great," said publisher Wayne Lawrence. Circulation for the monthly never reached its projected 63,300.

*Sync*, the largest of the three magazines (circulation 64,000), will cease publishing with its March/April issue. The every-other-monthly, aimed at users of the now-discontinued Timex Sinclair computer, debuted in 1981 and was sold to Ziff-Davis Publishing Co. a year later. A spokesman said the folding comes because "there won't be any growth or advancement in the market."

The comment points out a problem: As the shakeout continues among the computer manufacturers, it is bound to have its impact on publishers who put out magazines that are machine-specific.

Placentia, Cal.-based Seldon Publishing ceased publishing *Teaching, Learning & Computing* with its March issue. The monthly, which debuted last November, hoped for a circulation of 60,000, but achieved only a third of that.#

**Elliott, Morgens inducted into AAF Advertising Hall of Fame**

New inductees into the American Advertising Federation Advertising Hall of Fame include John (Jock) Elliott Jr. (left in left photo), former chairman of Ogilvy & Mather, and Howard J. Morgens (left in right photo), chairman emeritus of Procter & Gamble. They received citations and trophys from AAF's Bart Cummings, chairman emeritus of Compton Advertising. *(Story on Page 64.)*

# Burger King in expansion shift

By SCOTT HUME

Organizational changes announced last week have set the stage for Burger King Corp. to develop additional restaurant concepts.

Chairman-chief executive officer J. Jeffrey Campbell said in a statement that the shifts in lines of command and personnel reassignments would provide him "a greater opportunity to concentrate on our long-term strategy of expansion and diversification."

Mr. Campbell was out of the country last week, but a company spokesman explained that parent company Pillsbury has given Burger King management the go-ahead to consider alternative restaurant concepts.

Such a venture most likely would represent acquisition of one or more existing fast-service restaurant chains, he said, although original restaurant concepts remain a possibility.

The spokesman also said Burger King probably would not be interested in developing a chain with a "beef-intensive" menu, preferring instead to explore fish, chicken or pizza concepts.

Pillsbury, which owns the Totino's and Fox Deluxe lines of frozen pizza, would represent a substantial resource for a Burger King-owned pizza venture and

*(Continued on Page 60)*

# 'Beef's' bubble still expanding

Dublin, O.—Appearing next week at a checkout counter and candy display near you will be "Where's the beef?" bubble gum, marketed by Philadelphia's Fleer Corp.

Wrapped in foil like a takeout burger, each two-color (bun and beef) piece of bubble gum comes with a sticker bearing one of nine different phrases (such as "I don't think there's anyone back there" or "Watch your beef").

Counter displays bear the now-famous face of Clara Peller, the elderly actress in Wendy's commercials.

The bubble gum is just one of dozens of products about to appear bearing Wendy's advertising slogan and/or "celebrity presenter." Their success could change how companies and agencies look at advertising campaigns.

"I can't explain why 'Where's the beef?' is so popular or what makes it licensable," said Michael Stone, president of Hamilton Projects, New York, Wendy's exclusive licensing agent, "but after this I think a lot of agencies are going to be thinking about licensing possibilities. They really haven't been tuned to the potential before,

*(Continued on Page 60)*

# highlights

Monday, April 2, 1984

**The Federal Trade** Commission's Reagan majority moved ahead decisively last week to establish its narrower concept of "deception" as the benchmark for advertising law. The decision ditches the deception standard relied on by FTC for more than 40 years. *See Page 6.*

**Shell Oil Co.** today will introduce its first new gasolines since its super unleaded in 1975—unleaded SU 2000 and RU 2000—in a national ad campaign that boasts the new gasoline is "so unique it's patented." *See Page 10.*

**Procter & Gamble** is producing three cable tv series on spartan budgets. The largest advertiser of tv shows has invested only $4 million of its $560 million-plus in tv media expenditures in the programs. *See Page 12.*

**The difference between** General Motors' new C-body Cadillac, Oldsmobile 98 Regency and Buick Electra is in the marketing more than the design. *See Page 54.*

**Media General** has filed a lawsuit against William B. Tanner; who responds that all charges are false. *See Page 61.*

## CORPORATE CLOSEUP

**Circle K Corp.**, once a little-noticed convenience store, has positioned itself to challenge Southland Corp.'s 7-Eleven. With Karl Eller, a flamboyant businessman, at the helm, Circle K hopes to outdo its mammoth rival by providing more and better services. *See Page 4.*

## INTERNATIONAL

**Joe Sedelmaier**, the director of popular deadpan U.S. commercials, is hitting European tv screens for the first time, with a Mobil spot in France and an Avis commercial in the U.K. *See Page 36.*

**Newsweek**, in the boldest step yet by a U.S. weekly to penetrate the Japanese media scene, is negotiating with a Suntory subsidiary to publish a Japanese-language edition of the magazine. *See Page 36.*

**PepsiCo** will begin a new international campaign for Pepsi-Cola that will run with minimal changes in each market, beginning this month in Spain. *See Page 39.*

## VIDEOTECH

**"Cable-ready" tv sets** have spurred lawsuits in Wisconsin, Pennsylvania and Kentucky. Consumers are finding the "cable compatible" sets aren't necessarily ready for cable reception. *See Page 44.*

**Although not yet** on the market, 8mm video already is having a disruptive impact on the home video industry. *See Page 45.*

## MAGAZINE

**The Advertising Age** Best Commercials of 1983 were chosen from more than 1,700 entries and represent the finest—in the AA editors' view—in tv advertising during the last year. *See Page M-4.*

**Marketing to Women:** Neither superwoman nor housewife are labels with universal meaning for marketers; thus they have to alter their traditional approaches to reach this segmented and elusive market. *See Page M-9.*

**Yes, Mrs. Field** of cookie fame does exist. She's only 27 years old and oversees a $30 million business that she began by giving away cookies on a California street. *See Page M-20.*

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# Agencies grab direct marketers

By GAY JERVEY

New York—Much as it was with pr shops a decade ago, the trend toward large advertising agencies acquiring independent direct-marketing companies has intensified.

The competition is expected to only stiffen as the roster of the remaining large independents thins.

Last week, two of the nation's largest independent direct-marketing companies were swallowed up by top advertising agencies when SSC&B and Needham, Harper & Steers reached agreements to acquire Frank Vos Co. and the DR Group, respectively.

In announcing the Vos deal, SSC&B chairman-chief executive officer Ken Robbins said, "There is no question about the importance of the fast-growing direct-marketing field. Its application is fundamental to the way advertising is evolving."

In its internal announcement, DR Group told of having been approached by a number of agencies—no surprise in that the company is the oldest remaining independent and had 1983 billings of some $25.5 million.

Indeed, agencies with already strong direct-marketing capabili-

*(Continued on Page 60)*

# *Working Woman* caters to the career-minded

By Neal Hirschfeld

Carol A. Taber, 39, loves to ride horseback, water ski and cook gourmet meals. She reads biographies and recently completed a massive tome on Winston Churchill by William Manchester. She enjoys traveling and wouldn't mind visiting Russia someday. She's tall, articulate, stylish.

She also happens to be the publisher of *Working Woman* magazine, promoted to that spot last November. And she's been given much of the credit for the magazine's growth in advertising and revenues.

Despite a period of internal turmoil several years ago, *Working Woman* has kept pace with the growing sophistication, responsibilities and earning power of career-minded women.

Ms. Taber joined *Working Woman* as advertising director in August, 1979, at a time when the magazine was going through a change of ownership, as well as a shakeup of editorial and sales staffs. Since then, the circulation rate base has increased from 300,000-plus to more than 600,000. By September, 1984, it is expected to reach 700,000. The number of advertising pages jumped from 358 in 1979 to 1,185 last year. The magazine is projecting more than 1,300 ad pages for 1984. Ad revenues mushroomed from less than $1 million in 1978 to billings of more than $14 million in 1983.

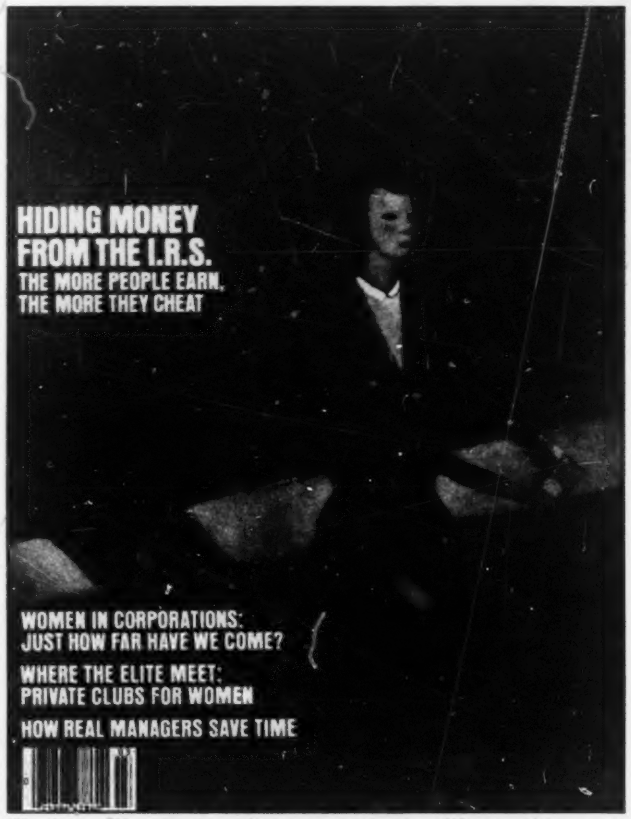
"To have this kind of success for a young, entrepreneurial company run by women [65 of the company's 70 employes are women], the adrenalin runs very high," says Ms. Taber. Characterizing her own move from advertising sales to publisher as a shift from a "tactical" position to a "strategic" one, Ms. Taber says, "It's a different hat. I'm on another learning curve."

Since *Working Woman* made its debut in the fall of 1976, its focus has narrowed dramatically. At first, says Ms. Taber, it directed its appeal more loosely, to all women who worked. Now, she believes, "We're going after women in management, the cream of the crop.

"It's yesterday's news to talk about 'working women.' What marketers are looking for today are career-oriented women. The way marketers have always spoken to men, they've spoken out to the chief executive. Now they're doing the same thing with women. Now you have a segmented market. It's no longer one big amorphous mass of working women."

One measure of the change in focus has been the magazine's cover. Five or six years ago, it might have been "a traditional women's magazine thing," says Ms. Taber. A case in point was the October, 1978, cover and its photo of dewy-eyed model Lauren Hutton being beautified by a makeup expert. Now, emulating business magazines, *Working Woman* favors "concept covers," such as the March, 1984, cover with its eerie, Giorgio De Chirico-like illustration for a story on tax cheats. The first concept cover, in November, 1982, resulted in a doubling of the newsstand sales, Ms. Taber says.

The increased targeting of career women has taken other forms in the magazine. "Five years ago, we would have run a column on how to invest $1,000," says Ms. Taber. "Now, we run stories on full-scale financial planning, buying homes, making more sophisticated financial investments." In appealing to a more sophisticated readership, the magazine has opened its pages to expert writers in various fields, and they are not necessarily women.


HIDING MONEY FROM THE I.R.S.
THE MORE PEOPLE EARN, THE MORE THEY CHEAT
WOMEN IN CORPORATIONS: JUST HOW FAR HAVE WE COME?
WHERE THE ELITE MEET: PRIVATE CLUBS FOR WOMEN
HOW REAL MANAGERS SAVE TIME

**Working Woman** ***is using concept cover illustrations as a departure from the "traditional woman's magazine thing."***

There has also been an upscale turn in the magazine's advertising. Office equipment, cosmetics and fashion accounts—in that order—are the three largest advertising categories, but the magazine is also drawing ads from the luxury car category—Cadillac and BMW are two examples—liquor marketers and investment funds.

Although women have made strides in controlling their own images in the marketing process, Ms. Taber believes, they still have a long way to go. "There used to be mountains," she says. "Now there are hills." Most responsive to the changing roles of career women, she believes, have been the auto makers and investment companies. "They are depicting women in real-life situations—'good dreams,' not scenes dripping in unattainable fantasies."

According to the Simmons Market Research Bureau, *Working Woman* ranked first among 29 magazines in a study of the concentration of women readers in the 25-to-49 age group with individual earned incomes of $15,000 or more. It ranked second only to *Business Week* in a survey of women readers in the same age group who consider themselves careerists. And it came in third, behind *Money* and *Psychology Today*, in a survey of women in the 25-to-49 group who consider themselves professional/managerial types.

A 1983 subscriber profile by the magazine's own marketing department showed that 45% of the readers were between 18 and 34 years old, 43% were 35 to 49 and another 12% were 50 or older. The study also indicated that more than 89% had either attended college, or graduated, 95% were employed fulltime and 88% were in professional/managerial positions. The study further showed that 64% of the readers had an individual earned income of $20,000 or more while another 29% had an individual earned income of $30,000 or more. Nearly 65% had household incomes of $30,000 or more; 47% had incomes of $40,000 or more.

*Working Woman* recently changed editors, when Ann Smith replaced Gay Bryant at the helm. Ms. Smith previously had been executive editor of *Glamour*, where she directed a survey on working women.

Asked to size up the competition, Ms. Taber mentions *Self*, *Ms.*, *New Woman* and *Working Mother*, but says that "*Savvy* is closest to us editorially." However, she says that *Working Woman's* editorial formula of 70% business-related articles and 30% life style-related articles (fashion, beauty, nutrition, health) distinguishes it from *Savvy*, which, she says, does not offer as much of the latter. Ms. Taber believes the business-life style mix is essential for career women who must cope with a "time crunch" and prefer to read one magazine that caters to all their needs. *Working Woman* has roughly twice the average subscription circulation of *Savvy*.

***Ms. Taber joined*** **Working Woman** ***sensing a "communication void in this area."***

In response, *Savvy*'s director of public relations, Beth Greer, characterizes *Savvy* as a "business magazine that happens to be edited for women rather than a women's magazine with business and career articles." She also says that *Savvy* is geared more toward executive women who already have attained a certain level of expertise and success, while *Working Woman* appeals to career women at all levels. "*Savvy* takes a more sophisticated approach," Ms. Greer maintains.

For *Working Woman*, the target audience is the emerging career woman—the woman who, in Ms. Taber's words, is "head and shoulders" above employed but noncareer women and men when it comes to buying cars, cameras and telephone-answering machies, playing tennis and jogging, opening IRAs and Keough accounts and acquiring corporate stock, according to the Simmons data.

It might be said that Ms. Taber's success has paralleled the strides of her readership. Before entering publishing, she was a systems analyst. She held the position of sales manager at Media Networks, a media service company, then joined the *Ladies' Home Journal* as national manager of the *Prime Showcase* edition of the magazine. She was then promoted to New York advertising manager of the *Journal*. She is a member of the American Academy of Women Achievers and her biography appears in "Who's Who of American Women."

Not a bad set of credentials for a working woman.

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*Neal Hirschfeld is a New York-based free lance writer.*

## Women who work

*Newsweek* early this year conducted a national telephone survey of working women; 713 interviews were completed. Among the findings of the survey:

- Forty-eight per cent of all working women are under 35.
- Half (51%) have at least some college education and 30% are college graduates or better.
- Fifty-seven per cent of all working women earn less than $15,000 per year.
- Most (57%) have low expectations about their chances for promotion.

### Distribution of respondents by age

| | Total % |
|---|---|
| 21 to 24 years | 16 |
| 25 to 34 years | 32 |
| 35 to 44 years | 26 |
| 45 to 54 years | 15 |
| 55 to 65 years | 11 |
| Average (median) | 36 years |

### Occupation of respondents

| | Total % |
|---|---|
| Executives, managers & administrators | 14 |
| Professional/technical (total) | 28 |
| Nurses | 7 |
| Teachers | 10 |
| Other professional/technical | 11 |
| Administrative support workers (including clerical) | 34 |
| Blue collar occupations | 11 |
| Service occupations | 8 |
| All other | 5 |

### Distribution of respondents by personal income

| | Total % |
|---|---|
| Less than $5,000 | 10 |
| $5,000 to $9,999 | 21 |
| $10,000 to $14,999 | 26 |
| $15,000 to $19,999 | 20 |
| $20,000 to $24,000 | 13 |
| $25,000 to $29,000 | 5 |
| $30,000 to $39,000 | 4 |
| $40,000 or more | 1 |
| Average (median) | $13,000 |